

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course Number & Title: MGMT 469 BUSINESS POLICY

Session: Fall Trimester, Block 1
Monday 7:30-10:20 p.m.

Instructors: Dr. Mary Howes

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Office Hours: Mon: 6:00-7:30 p.m.
Tues/Wed/Thurs: 11:00 a.m.-12:00 p.m.
and 2:00-3:00 p.m.
or by arrangement

Credit Hours: 3

Catalog Description:

This capstone course of the B.A. in Business Administration is designed to integrate the various functional areas of business administration through case discussion that applies management, finance, production, marketing, economics and accounting principles to solving business problems.

Prerequisites: Last course in undergraduate program; open to degree-seeking CBPA students only.

Textbook: Pearce & Robinson, Formulation, Implementation, and Control of Competitive Strategy, 5th edition, Irwin, 1994.

Smith & Golden, Corporation: A Global Business Simulation, 2nd edition, Prentice Hall, 1994.

Case Package

Expected Student Outcomes:

Students who complete this course in Strategic Management will be able to:

1. Size up quickly and accurately the situation presented by identifying the core problems and/or issues and by evaluating management's strategy in relation to the environment, top-management values, societal expectations, the financial position of the organization, and so on.

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2. **Analyze facts to identify opportunities and threats in the environment and the strengths and weaknesses of the organization so as to be able to appraise managerial behavior and/or prepare a situation audit useful in formulating, evaluating, and implementing policies and strategies.**
3. **Identify strategies that are appropriate to each situation and evaluate alternatives in terms of all relevant criteria; top-management values; societal expectations; internal financial, production, and technical capabilities; and so on.**
4. **Recommend specific courses of action by means of (when appropriate) detailed strategies and plans, taking into account organizational changes, financial requirements and implications, timing, personnel relations, and so forth.**
5. **Sharpen analytical skills acquired in functional areas - production, finance, marketing, operations research, personnel, and so forth - in dealing with problems of the total organization. These skills integrate the knowledge a student has so that he or she can deal with a total enterprise.**
6. **Link theory and practice by developing an understanding of management tools and their limitations and applying this understanding in particular problem-solving situations. Within the strategic management area, decision makers can use a variety of tools. The student who can choose the most appropriate tools for analysis and accurately determine how far to employ them in a particular situation has a highly valuable and marketable skill.**
7. **Prepare written analyses of situations and recommendations for action. This presents an opportunity for both the instructor and the student to improve their writing, a skill that has a high market value.**
8. **Improve skills in making presentations - both speech-making and visual aid skills. There is a definite art to doing both well, and the most effective approach to each in the world of business and government differs from that needed in the academic world. Career advancement can be furthered by learning these skills, too.**

Course Policies:

1. **Attendance is very important in this course as students will participate in group and class analysis and discussion. If you must miss a class, please ensure it will not hinder your group.**
2. **All written assignments must use acceptable English grammar and style and must be professionally presented.**
3. **Learning from simulation or case discussion is only possible if students come prepared. This means that each student must read and analyze appropriate material before class.**
4. **All written work must appropriately reference sources. Plagiarism will result in an automatic grade of F.**

5. It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his/her physical abilities in order to complete the course, please notify the instructor as soon as possible.
6. This course develops critical thinking skills through discussion and written assignments. Students are encouraged to use all opportunities to explore their understanding of the material and to develop their judgment through the assignments. Students are NOT expected to have all the answers!
7. Bad Weather. If the weather is bad and you think GSU may cancel classes, call 534-4909 for information or listen to the radio for closing information. If classes are canceled during the weeks when we are exploring the text material, the material due for discussion will be included (if briefly) the following week. Both weeks' reading and written assignments will be due the following week. If classes are canceled when we are working on the simulation, decisions will be due by Wednesday, at noon. Any written assignments may be turned in then or at the beginning of the next class.

Group Project:

The class will be assigned into small groups, each of which will operate a company in the simulated real-world experience Corporation.

Basis for Course Grade:

Exam	20%
Weekly (Coca-Cola) Assignments	20%
Cases (2)	20%
Simulation	40%
• Peer Evaluation	10%
• Quantitative Final	5%
• Qualitative Finish	10%
• Stock Holders Report	7-1/2%
• Management Audit	7-1/2%
• Weekly Analyses	10%

Optional Extra Credit may be earned by reading and reporting on an approved book or by doing an additional case (company or industry) analysis. These are usually worth 5-10 points (but do NOT replace an unacceptable grade on any of the three grading categories). If you wish to do one of these, please discuss it with the instructor.

Coca-Cola Assignments

During the three weeks that we are exploring the textbook, students will read both the relevant chapters and the Coca-Cola modules. Select one (or more) of the Coca-Cola modules to explore further, and write about 500 words (two pages) to probe your understanding of how Coca-Cola illustrates the concepts or tools described in the chapter, or in some way use the case material to push your understanding of the material.

Case Assignments

Students will read and analyze cases prior to discussion. Students will submit their analyses on the day of the discussion.

Business Testing

All students will also take a business administration test in order to complete this course.

Portfolio and Course Assignments

During the trimester, the instructor will return all assignments to students with comments and other feedback as soon as possible. Students are responsible for **RETAINING ALL WORK AND RESUBMITTING IT AT THE END OF THE TRIMESTER FOR GRADING PURPOSES.**

Note on E-Mail and the Internet

I strongly recommend that you obtain an Internet account (at the Academic Computing Center). There is a considerable amount of data available on the Internet on companies —this may save you library time. You may also use e-mail to communicate with the instructor.

TENTATIVE CLASS SCHEDULE

Class	Date	Topic/Activity	Assignments Due
1	Sep 9	Orientation/Introduction Using the Library to Research Companies Optional - Time to be confirmed. Internet instruction can also be arranged.	
2	Sep 16	Strategic Mgmt, Mission and Environment	Chapters 1-5 Coca-Cola 1 Due
3	Sep 23	Internal Analysis, Formulating Long-Term Objectives and Grand Strategies, Strategic Analysis and Choice	Chapters 6-8 Coca-Cola 2 Due
4	Sep 30	Strategy Implementation and Introduction to Simulation	Chapters 9-12 Coca-Cola 3 Due
5	Oct 7	CORPORATION - FIRST DECISIONS	See Book and Announcements in Class
6	Oct 14	Simulation Decisions [Discuss: Analyzing [a Company	
7	Oct 21	Simulation Decisions [[Discussion	Case: Western Region Network TV
8	Oct 28	Simulation Decisions [Exam (part short [answer; part case [analysis)	
9	Nov 4	ANNUAL STOCKHOLDERS MEETING	Stockholders' Report
10	Nov 11	Simulation Decisions	Case: Rus Wane Equipment A
11	Nov 18	Simulation Decisions	
12	Nov 25	Simulation Decisions [Business Administration [Test (mandatory)	
13	Dec 2	Simulation Decisions	Case: Rus Wane Equipment B
14	Dec 9	CORPORATION - MANAGEMENT AUDIT AND DEBRIEFING	Management Audit
15	Dec 16	—	