

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course No. & Title: MGMT 469^B Business Policy
Session: Sept/Dec 1995 Fall Semester
Instructor: Dr. Z. A. Malik, Phone: 708/534-4953
Secretary: D. Kennedy, Phone: 708/534-4938
Office Hours: M: 7:00-7:30 p.m.
T/Th: 2:00-4:30 p.m.
Credit Hours: 3

Course Description:

This capstone course of the undergraduate business administration curriculum is designed to integrate the various functional areas of business administration through readings and case discussion that applies the principles of management, finance, marketing, economics, accounting, etc., to solve business problems.

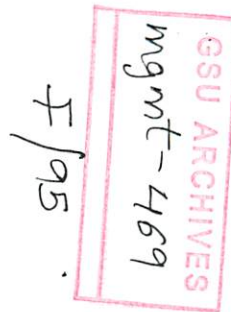
Prerequisites: Last course in undergraduate program; open to degree-seeking CBPA students only.

Textbook: 1) Pearce & Robinson, Competitive Strategy, 5th ed., Irwin, 1994.
2) Strickland & Thompson, Cases in Strategic Management, 4th ed., Irwin, 1992.

Performance Objectives:

Upon completion of this course, the student should be able to:

1. Utilize his/her knowledge of overall operations of organizations such as business, government, non-profit, etc., as a basis for identifying the common elements of the policy and strategy phenomenon.
2. Understand the nature of Strategic Planning and the nature of risks and profits associated with making policy decisions.
3. Understand the responsibilities of the Chief Executive Officer and how the management team of the CEO develops and tries to implement strategies of the organization.
4. Participate in policy analysis of firms, having acquired the perspective of organizational development.



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READING AND EXAM SCHEDULE

WEEK #	TOPIC	TEXT REFERENCE**
1 & 2	Strategic Management: Overview Strategy Formulation: Mission	Chapter 1 Chapter 2
	Assessing the External Environment Evaluating the Global Environment	Chapter 3 Chapter 4
3 & 4	Environment Forecasting The Company Profile: Internal Analysis	Chapter 5 Chapter 6
	Long-Term Objectives; Grand Strategies Strategic Analysis & Choice	Chapter 7 Chapter 8
5 & 6	<u>EXAM # 1 Chapter 1-4</u>	
	Implementing Strategy Through Business Implementing Strategy through Leadership and Culture Strategic Control: Evaluation	Chapter 9 Chapter 10 Chapter 11
7	<u>EXAM No. 2 Chapters 5-8</u>	
8	<u>Exam No. 3 Chapters 9-11</u>	
9 - 15	CASE ANALYSIS, PROJECT REPORT WORK, ETC.	

Class session activities will include discussion (questions and answers) of Strategic Management topics, case analysis, viewing and analysis of video tapes, guest speakers, library visit, review of projects and progress of project reports, group presentation(s), etc., as arranged.

Timely and full presence (and participation) of every student is required at every session, unless excused for good and sufficient reason.

Unexcused absences and tardiness will affect your course grade adversely.

** Pierce and Robinson, COMPETITIVE STRATEGY, 5th Ed.

CASE DISCUSSION AND ANALYSIS

A case is a description of either a real world or fictional situation faced by an organization. Most cases in this course are descriptions of actual situations. When a case is assigned to the class, each student should do the following:

Before Coming to Class:

1. Read the assigned case carefully
2. Analyse the situation in light of what he/she has learned from courses in this program (including this one), and identify current or future problems facing the organization
3. Consider various solutions for these problems
4. Read the case again and make her/his recommendations

During Class:

4. Participate in the discussion of the case, and take notes for the written analysis

After Class:

5. Type up a 3 page analysis of designated cases and turn them in on the due dates.

The student should study Part I of the case book (Strickland and Thompson, Cases in Strategic Management, 4th Ed.) as soon as possible and should become thoroughly familiar with the methodology of case analysis. The Professor will periodically assign cases for discussion during this trimester.

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PROJECT REPORT

The class will be divided into groups of 3 students, and each group will research and analyze a management related topic dealing with an industry or a business firm (to be selected in consultation with and approval of the professor). Results of such research and analysis will be submitted in the form of a Project Report by each group, and will follow this schedule:

Week Nos: 1 and 4

Each group to discuss her/his proposal(s) with the professor and start the collection/identification of references and other relevant data for the project.

Week No: 5

Formal, typed outline of the selected project to be submitted by each group. A complete or partial list of references/publications, etc., should be available at this time.

Week Nos: 6 through 14:

Project report work in progress and professor kept informed of any difficulties or problems. The report is due on or before December 11, 1995. No reports will be accepted for grade after this date.

Description of Report

This Project Report will be approximately 18-20 pages in length, not including the title and contents pages, an executive summary, bibliography, references, appendices, graphs, charts, etc., and should follow established guidelines for such reports. It should be typed, double spaced, and neatly bound for submission. Two publications which will be helpful to the authors are:

1. The Element of Style, by Strunk and White, McMillan and Co., 1962
2. Manual for writers of Term Papers. Theses and Dissertations., by Kate L. Turabian

Evaluation

The report will be evaluated on the basis of:

1. Effectiveness of the report, its readability and how it has been organized and presented,
2. Originality of ideas in the selection of the topic and analysis of the firm or industry,
3. Quality of research, evidence of intellectual effort,
4. Effective utilization of the principles and theories of Strategic Management as presented in the text and other publications.

A tour of the library will be given early in the trimester to bring students up to date with its current resources. Attendance is mandatory.

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BASIS FOR COURSE GRADE

Distribution of points for the course grade will be as follows:

Exams: 3 exams	45%
Project Report	25%
Written Case Analyses (3 cases)	15%
Class Participation	15%
<u>Total</u>	<u>100%</u>

Letter Grade Criteria:

Grade of A: Total Score of 90% or above
Grade of B: Total Score of 80% to 89%
Grade of C: Total Score of 70% to 79%
Grade of D: Total Score of 60% to 69%

"MAKE-UP" EXAMS AND "INCOMPLETES"

"Incompletes" will ordinarily NOT be granted except when a student has been personally ill for a substantial period during the trimester.

"Make-up" Exams will NOT be scheduled except when the student is ill on the day of the exam.