

College of Business and Public Administration
Governors State University

Mgmt 469 SA BUSINESS POLICY (Web-Based Section)
Fall, 2001

GSU ARCHIVES
MGMT 469 SA
F 01

Instructor: Dr. Jun Zhao
Office: C 3351
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Credit Hour: 3
Class Time: 7:30 – 8:45 pm, Wednesdays (1)
Office Hours: 11:00-12:00pm, Mondays and Wednesdays;
1:00-3:00pm, Wednesdays; 12:00-1:00pm, Saturdays
Course Web Page: <http://webct.govst.edu> (2)

Textbook:

Thompson, A.A., & Strickland, A. J. *Strategic Management: Concepts and Cases*, 12th edition. 2001, McGraw Hill.

Capstone (Foundation) Business Simulation, Player's Manual, Management Simulations, Inc.

Catalog Description:

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

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

Instructional Modality: This course will be offered online through WebCT. Web-based lectures and interactive discussions, case studies, and web-based business simulation will be the major activities in this course. Chapter materials and assignments will be available through WebCT and the textbook. Students will interact with the instructor and each other via various communication tools offered by WebCT, such as discussion board, email and chat room. Office hours will be conducted through the use of the Chat Room in WebCT and email. Written assignments will be submitted via email or the assignment tools in WebCT. Quizzes will be done online, while exams will be taken during regular class meetings.

1 We will have several 75 minute meetings in the semester (See the Tentative Schedule for detail).

2 Each student will be assigned a User ID and Password in order to access the web site.

Course Objectives:

After taking this course, students should be able to:

1. Analyze facts to identify opportunities and threats in the environment and the strengths and weaknesses of the organization in order to appraise managerial behavior and prepare a situation audit useful in formulating, evaluating and implementing policies and strategies.
2. Identify strategies that are appropriate to each situation, and recommend specific courses of actions by means of detailed strategies and plans;
3. Sharpen analytical skills acquired in functional areas in dealing with problems of the total organization.
4. Link theory and practice by developing and understanding or management tools and their limitations, and to apply this understanding in specific problem-solving situations.
5. Develop skills in group building and group management.

Course Policies:

1. Students are expected to view or download related course material (e.g., chapter summary, PowerPoint chapter notes) posted on the course Web site while reading the chapters in the textbook. Students are expected to participate in the course discussions through e-mail, bulletin board, and chat rooms regularly.
2. All written assignments must use acceptable English grammar and style and must be professionally presented in a timely manner. All assignments have to be submitted by the posted deadline. Late assignments will be penalized by deducting certain amount of points at the instructor's discretion.

Disability Statement:

Students who have a disability or special needs and require accommodation in order to have equal access to the classroom, must register with the designated staff member in the Division of Student Development. Please go to Room B1201 or call (708) 534-4090 and ask for the Coordinator of Disability Services. Students will be required to provide documentation of any disability when an accommodation is requested.

and so on. Both the quantity and the quality of your participation will be used as the base for my evaluation in this part of your grade.

Grading Procedure:

Quizzes (5).....	100
Exams (2).....	200
Case (2)	100
Participation	100
Simulation.....	300
Strategic planning	75
Quantitative final results	100
Qualitative results	25
Audits & Presentation	100
 TOTAL.....	 800

MODULE 4: CORPORATE STRATEGY

Week of 10/8: Diversification, vertical integration, and acquisition

- ▶ Ch. 9. Strategy and Competitive Advantage in Diversified Companies
- ▶ Case: Black and Decker Corporation in 2000

Week of 10/15: Managing a portfolio of strategic business units

- ▶ Ch. 10. Evaluating the Strategies of Diversified Companies
- ▶ Case: Campbell Soup Company in 2000

Week of 10/22: Exam 2 (Class Meeting #4: 10/24)

MODULE 5: CAPSTONE SIMULATION

Week of 10/29: Introduction to Capstone Simulation (Class Meeting #5: 10/31)

- ▶ Capstone Simulation Player's Manual
- ▶ Practice Capstone Tutorials

Week of 11/5: Capstone

- ▶ Strategic Planning due
- ▶ Decision 1

Week of 11/12: Capstone

- ▶ Decision 2

Week of 11/19: Capstone

- ▶ Decision 3

Week of 11/26: Capstone

- ▶ Decision 4

Week of 12/3: Capstone (Class Meeting #6: 12/5)

- ▶ Post-game Debriefing and Presentation