

GOVERNORS STATE UNIVERSITY
College of Business and Public Administration

Course: MGMT 469 Business Policy
Instructor: Dr. Z. A. Malik
Session: Aug/Dec 1992 Fall Trimester Block I
Phone: (708) 534-4953
Secretary: Ms. Vivian Sherman: 534-4938
Office Hours: M: 7:00-7:30pm; T/TH: 10:45am-12:00noon
T: 2:00-4:00 pm
Texts: 1) Pearce & Robinson, Competitive Strategy, 4th ed., Irwin Publ. Co., 1991.
2) Strickland & Thompson, Cases in Strategic Management, 4th ed., Irwin Publ. Co., 1992.

MGMT 469
GSU ARCHIVES

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.

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.
5. Appreciate the role, responsibilities of policy makers and their limitations in the real world environment.

Group Project:

The class will be divided into groups and each group will work on a project of analyzing an industry or a firm, to be selected by the group in consultation with the professor. The Project Report will be in the form of a Term Paper, between 20-25 pages, typed, double-spaced, not including the title page, an executive summary, contents page, appendices, charts, etc., and should follow established guidelines for such reports. Two publications which will be helpful to the student are:

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

Each group will make an oral presentation of its report to the class. The written report will be turned in after the presentation, as arranged with the professor.

The report will be evaluated on the basis of:

1. Effectiveness of the written report, its organization and readability.
2. Originality of ideas in the analysis of the firm or industry.
3. Quality of research, evidence of intellectual effort.
4. Effective utilization of the principles of Strategic Management and its theory.
5. Coordination of the ongoing report with the professor.

Recommended List of Publications:

The following list of journals and publications should provide the student with useful information about current developments in the areas of National and International business and management:

Academy of Management Journal
 Advanced Management Journal
 Business Horizons
 Business Week
 Forbes
 Fortune
 Harvard Business Review
 Management Review
 Wall Street Journal

Case Analysis:

Each group will conduct the analysis of one case and lead the class discussion for that case (assigned by the professor). A written case analysis of the case will be turned in by the group. Part I of the "Cases" book should be studied thoroughly within the first two weeks of the trimester.

(Cases will be assigned during the trimester.)

Note: Additional publications, movies, video tapes, etc., are available in large numbers in the library. The student should explore these sources of knowledge during this semester

Basis for Course Grade:

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

Two Exams @ 20 points each	40
Group Project Presentation	10
Group Project Report	25
Class Participation	15
Written Case Analysis	<u>10</u>
Total	100

No Incompletes will be granted unless the student has been sick for a substantial period during the semester.

Grade Criteria: Grade of A - Total Score of 90 or above
 B - Total Score of 80 to 89
 C - Total Score of 70 to 79
 D - Total Score of 60 to 69
 F - Total Score of less than 60

The two exams will cover textual material as follows:

EXAM #1: Chapters 1 through 6

EXAM#2: Chapters 7 through 11