

**College of Business and Public Administration
Governors State University**

**MGMT 469A BUSINESS POLICY
Summer, 2000**

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Off-Campus Office Hours: 9:00 am to 5:00 pm, MTWThF

Textbooks:

Hill, C. W. L. & Jones, G. R. *Strategic Management Theory: An Integrated Approach*, 4th edition. Houghton Mifflin. 1998.

Smith, J. R. & Golden, P. A. *Corporation: A Global Business Simulation*, 3rd edition, Prentice Hall, 1994.

Case material will be handed out by the instructor later in the trimester.

Course Description:

Business strategy and policy is a capstone course designed to develop students' abilities to integrate functional perspectives (i.e., management, accounting, finance, etc) toward the management of an entire firm. The approach taken, hence, is that of general managers and corporate level executives, not of an accountant, a market specialist, or even a corporate VP of finance. We will evaluate functional-level, business-level and corporate-level strategies and policies as they relate to the overall performance of the firm within its environment, through case studies and computer simulation project we perform in this class.

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. Improve skills in making presentations, both written and oral.

6. Improve skills in group building and group management.

Class Preparation:

Students are expected to read the chapters and other materials assigned BEFORE they come to the class. It is also the students' responsibility to visit my instructional web site for this course to download the power point chapter notes before coming to the class. Use the notes to organize your preparation for each class, and be prepared to discuss the questions listed in the course schedule.

Course Policies:

1. All written assignments must use acceptable English grammar and style and must be professionally presented in a timely manner. Late assignments will be penalized by deducting certain amount of points at the instructor's discretion.

2. 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.

Course Activities:

Business Simulation (40%)

The class will be assigned into teams that will be responsible for running a company in a simulated real-world situation. Teams will have four to five members each, preferably from different majors. Detailed instructions will be given later in the trimester.

Each member of a team will receive the same grade for the activities related to the simulation, adjustable based on peer evaluation completed by each team member at the end of the semester. If your efforts were deemed inadequate by the majority of your teammates, your grade will be negatively affected. The exact penalty will be determined based on my observation of your efforts during the semester and the severity of your teammates' written evaluation of your performance.

Individual Case Analysis (10%)

There will be two individual case studies covering relevant areas of strategic management processes. Case material and detailed instructions for the case analysis will be handed to you later in the class.

Exams (40%)

There will be two exams covering textbook, readings, and lecture material. The exams will include multiple choice and essay questions.

If a student misses an exam due to illness or valid excuse, (s)he may make up the exam during the final exam period only. There will be no make up exams prior to that time.

Participation (10%)

Students are expected to attend all class sessions unless arrangements have been made with me in advance. You are expected to make meaningful contribution to the learning process in the classroom through various ways of participation- raising questions about points made in the textbook or the lectures, reacting to questions or comments of other students in the class, comments based on personal experiences, and sharing articles/information collected from outside sources which are related to the course material. Both the quantity and the quality of your participation will be used as the base for my judgement in this part of your grade. While no points will be given to attendance per se, you can not participate if you are not in the class.

Grading Procedure:	
Exams (3)	300
Case (2)	50
Participation	50
Simulation	200
TOTAL	600

The Simulation Grade is made up of the following:	
Strategic Planning	25
Quantitative final results	25
Qualitative results	25
Industry analysis	50
Stockholder reports	25
Audits	50
TOTAL	200

Letter grades will be determined according to the following:		
A	90% and above	540 and above
B	80% to 89%	480 to 539
C	70% to 79%	420 to 479
D	60% to 69%	360 to 419
F	Below 60%	Less than 360

Date	Topics, Activities, Assignments
<i>Week 1</i> June 28	Introduction; Chapter 1: The Strategic Management Process
<i>Week 2</i> July 3	Chapter 2: Stakeholders and the corporate mission;
<i>Week 2</i>	Chapter 3: External analysis. Industry Analysis

July 5	
Week 3 July 10	Chapter 4: Internal analysis: Resources, capabilities, and competitive advantage Case 1: Amazon.com
Week 3 July 12	<u>Exam 1 – Chapters 1, 2, 3, 4</u> Chapter 5: Functional -level strategy;
Week 4 July 17	Chapter 6: Business-level strategy;
Week 4 July 19	Chapter 7: Competitive strategy and the industry environment.
Week 5 July 24	Chapter 8: Strategy in the global environment
Week 5 July 26	Chapter 9: Corporate strategy Case 2: KFC and the global fast-food industry
Week 6 July 31	Chapter 10: Corporate development
Week 6 August 3	<u>Exam 2 – Chapters 5, 6, 7, 8, 9, 10</u> Chapter 11: Organizational structure
Week 7 August 7	Chapter 12: Designing control systems Chapter 13: Matching structure and control to strategy
Week 7 August 9	Chapter 14: Implementing strategic change
Week 8 August 14	<u>Exam 3 – Chapters 11,12,13,14</u>
Week 8 August 16	Formal Stockholders Meetings – Presentations of Simulation Results