

Greensboro College
Division of Business
BUS 478 Business Policy and Strategy (SPRING 2006)

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or other times by appointment
Class Meeting: Section A MON/WED 8:00-9:15 AM Section B TUE 7:40-9:40
Text: There are two (2) books required for this course:

Strategic Management: Competitiveness and Globalization:
Concepts 6e
by Michael A. Hitt, et al ISBN 0-324-27530-7 published by
Thomson Southwestern copyright 2005

Strategize! Experiential Exercises in Strategic Management, 2e by
Gopinanth and Siciliano ISBN 0-324-25912-3 published by
Thomson Southwestern copyright 2005

Text web site: <http://hitt.swcollege.com/>

COURSE DESCRIPTION: From Catalog “This capstone course develops sound judgment based on current knowledge, the present environment and ethical considerations. Case studies in top managerial decision-making, policy formulation and strategic planning are required. Integration of the various business functions is studied so that the student will become proficient in solving organizational problems. Prerequisite: ECON 101, 102; ACCT 101; MATH 236; CS 101; senior standing.”

COURSE METHODOLOGY: With active student participation, “lecturing” will be minimal and we will explore the topics through discussion. Important chapter topics will be reviewed and students will direct the depth of the topical coverage through their questions. Our discussions will be supplemented with experiential and other exercises to reinforce learning points. The course culminates with student team presentations of cases.

GRADING

Grade Weightings	%	Course Grade	%
Strategize Exercises	25	A	>89
Tests (2)	40	B	80-89
Case	20	C	70-79
Strategy in the News (5)	5	D	60-69
Participation	10	F	<60
TOTAL	100		

LATE WORK: All written assignments are due within ten minutes of the scheduled start of class on the due date. Late work, unless otherwise noted, will be reduced in grade by 10% per day (including non-class days and weekends). All assignments must be handed in prior to the scheduled final exam period if they are to be considered for grading.

EXAMS: Currently there are two topical tests and the “Major Field” exam scheduled for this course. Topical Tests will not specifically be comprehensive however themes do repeat and build on each other in the test so knowledge of previously tested material may be required.

The Major Field test will be administered during the final exam period. This test evaluates you overall understanding of business administration. The score of this test will be sent to you however it will not be included in your course grade calculation. All course students are required to take this test. Failure to take the test will result in the loss of all participation points for the course.

PARTICIPATION: Student participation in class discussions is a critical feature in the learning process for this course and students are expected to participate in every class session. Unless prior arrangements are made, students arriving 10 minutes after the scheduled start of the class, or departing 10 prior to the completion a class may be considered “absent.” The ceiling for the student's class participation grade will be calculated based on the percentage of classes attended. In other words, if you attend 85% of the classes, then your participation grade cannot be higher than 85% of the total participation points available, although it may be lower based upon the quality of your participation. Three exceptions follow. Students who cannot attend class due to a Greensboro College commitment and that make prior arrangements with the instructor may receive participation credit through the completion of an additional assignment. This may also be applied in the case of illness requiring a doctor’s care and a death in the immediate family. If a student is unable to make prior contact in these situations, they must contact the instructor within seven days of the missed class to request an exception. Realizing that “things happen” if you miss a single class, that single miss will not be considered in the calculation of your grade. You are however, still responsible for the class material and the timely completion of homework. Missing a class in which you are scheduled to give a presentation may result in you receiving a zero for the presentation.

Excessive absence will cause you to be dropped from the course.

All students are required to take the “major field” test in conjunction with this course. Failure to take this test will result in the loss of all participation points for the course.

Strategy in the News: Students are expected to find and present five (5) news articles dealing with business strategy. Students will need to turn a copy of their news article and present the topic to the class to receive credit. The instructor will determine if the news article is appropriate for credit. Students may not attempt to present more than one news article per class session

Strategize! Experiential Exercises: Throughout the term “strategy sessions” are assigned out of the Strategize text. Students are expected to read the entire section and respond to the questions for the assigned problem. Several assignments require students to view a video. These clips may be found on the CD that is packaged with the text. These exercises may take anywhere from 30-90 minutes to complete. In “Strategy session 12” students are required to find a news article, this article may not be used to satisfy the “Strategy in the News” requirement for the course. Strategy Session numbers do not correspond to the order that they are due or to chapter numbers in the Hitt text.

CASE: Student teams will research, prepare a written report and present a case. Student teams should be between three and five students. All members of a team will receive the same score for the case. (Upon personal request, the instructor will consider smaller teams).

In extremely rare situations a team member may be “fired” from a group. This is only possible after the group has met at least once with the instructor and with the consent of the instructor. If a student is removed from the group he / she will be required to complete a project on their own. Student groups will not be modified after the 11th week of the term.

The case is worth 20% of the course grade. The written portion of the assignment will account for 60% of these points, and the verbal presentation 30%. All students are expected to participate in the verbal presentation. The total presentation should be between 10 and 15 minutes in length, not including questions.

Students will “grade” their team members. These scores will be averaged for the individual and count for 10% of their case grade.

CASE ASSIGNMENT DETAIL may be found in the *Strategize! Text on page 183. Project “A”*

THE INSTRUCTOR MUST APPROVE INDUSTRY SELECTION so that multiple teams do not research the same material. In the event that multiple groups wish to research the same industry, assignment of that industry will be made in a random fashion. Teams are required to turn in their industry preferences (1-5) when they submit their team membership.

Students that do not form their own teams by the “Teams Due” date indicated on the syllabus may be assigned to teams by the instructor.

PRE-PLANNED EXTRA CREDIT

For up to 10 points students may complete a SIFE business consultation. This consultation must be completed by 15 MAR and the student(s) must be available to present their project at the SIFE regional competition in APR. This project involves interacting with a local business. Poor performance will reflect poorly on the college. Once a business contact if the project is not completed by 30 APR student grades will be reduced by 5 points.

COURSE SCHEDULE: The attached course schedule is a preliminary one and is likely to change as we move through the text and reassess learning priorities. I will announce any schedule changes in class. It is the student's responsibility to ensure he/she has the current schedule and is working on the correct assignments

Tentative Schedule Morning Class (the evening section is on the next page)

Students are expected to read the chapter prior to the class! This "assignment" is not listed however it should be assumed.

S= Stratigize

		BUS 478 POLICY MW 8:00	
		Topic	Assignment Due
M	09-Jan	INTRO Review Syllabus	
W	11-Jan	C1 Strategic management and competitiveness	S Session 3 ex 2
M	16-Jan	MLK DAY NO CLASS	
W	18-Jan	C2 External environment	
M	23-Jan	C2 External environment	S Session 7 ex 2
W	25-Jan	C3 Internal environment	TEAMS DUE
M	30-Jan	C3 Internal environment	S Session 9 ex part 1
W	01-Feb	Team Day	
M	6-Feb	C4 Business -level strategy	
W	8-Feb	C4 Business -level strategy	S Session 8 ex 2
M	13-Feb	C5 Competitive rivalry	
W	15-Feb	C5 Competitive rivalry	
M	20-Feb	C6 Corporate-level strategy	
W	22-Feb	C6 Corporate-level strategy	
M	27-Feb	C7 Acquisition	
W	1-Mar	TEST 1 CHAP 1-6	
M	6-Mar	SPRING BREAK	
W	8-Mar	SPRING BREAK	
M	13-Mar	Team Day	
W	15-Mar	C7 Acquisition	S Session 12
M	20-Mar	C8 International	
W	22-Mar	C9 Cooperative strategy	S Session 10 UPDATED
M	27-Mar	C10 Corporate governance	S Session 4
W	29-Mar	C11 Organizational structure	S Session 15
M	3-Apr	TEAM DAY	
W	5-Apr	No Class	
M	10-Apr	C12 Strategic leadership	S Session 17
W	12-Apr	C12 Strategic leadership	
M	17-Apr	TEST 2 CHAP 7-12	UPDATED
W	19-Apr	PRESENTATION DAY	
M	24-Apr	PRESENTATION DAY	
	TBA	MAJOR FIELD TEST	

Tentative Schedule for the evening section. (The morning section is on the previous page)

BUS 478 POLICY Tuesday Evening			
		Topic	Assignment
T	10-Jan	Intro & C1 Strategic management and competitiveness	S Session 3 ex 2
T	17-Jan	C2 External environment	S Session 7 ex 2
T	24-Jan	C3 Internal environment	S Session 9 ex part 1 TEAMS DUE
T	31-Jan	C4 Business -level strategy	S Session 8 ex 2
T	7-Feb	C5 Competitive rivalry	
T	14-Feb	C6 Corporate-level strategy	
T	21-Feb	C7 Acquisition	S Session 12
T	28- Feb	TEST 1 Chap 1-6	
T	7-Mar	SPRING BREAK	
T	14-Mar	C8 International/ C9 Cooperative strategy	S Session 10
T	21-Mar	C10 Corporate governance	S Session 4
T	28-Mar	C11 Organizational structure	S Session 15
T	4-Apr	C12 Strategic leadership	S Session 17
T	11-Apr	TEST 2 Chap 7-12	
T	18-Apr	PRESENTATION DAY	
T	TBA	MAJOR FIELD TEST	