**MGMT 480 - BUSINESS POLICY**

Section 004 – 3 Credit Hours

Winthrop University

College of Business Administration

Spring Semester 2014

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Course Description: Seminar in applied business, designed to integrate all subjects of business administration required for business administration majors. A component of the course will be devoted to the assessment of student understanding of the other required core business courses. Notes: Open to senior majors in business administration.

Course Prerequisites: FINC 311, MKTG 380, MGMT 321, 326, 341, 355. All MGMT courses have a prerequisite of junior status, an overall GPA of at least 2.0 and a C- or better in HMXP 102. Corequisites: BADM 350 (may also be a prerequisite).

Course Objectives:

1) To integrate knowledge derived from functional core courses into a balanced, overall view of an entire business enterprise.

2) To gain experience in the practical application of business concepts in concrete business situations, primarily through the case method.

3) To develop a greater appreciation of the relationship of profit-making and non-profit organizations to their environmental context and society, in particular issues related to ethics and demographic diversity.

4) To provide experience in dealing with unstructured problems, multiple/conflicting goals, ethical dilemmas, and dubious information.

5) To further skills in oral and written communication, teamwork and leadership.

Topics Covered/Course Content:

1. Intro to strategic management and corporate, business, and functional level strategy.
2. Role of the board of directors, chief executive officer, and member of the top

management team in strategic management.

1. Social responsibility and ethics and its impact on the business enterprise.
2. Formulation of strategy, strategic analysis, and intro to strategic business tools.
3. International strategy.
4. Implementing strategy, organizational structure, and strategic human resource issues.
5. Strategic evaluation and control: An on-going process.

Learning Outcomes and Assessment: Students proficiency in the following areas will be assessed this semester:

1. Oral communication
2. Written communication
3. Critical thinking
4. Ethics
5. Leadership
6. Problem-solving
7. Social Awareness
8. BSBA assessment test

Global Learning Initiative (GLI) Statement:

The global learning component(s) of this course is the following: International business strategy.

Syllabus Change Policy: Keep in mind that this syllabus is subject to change. Students will be notified if changes are required to any content reflected in this syllabus.

Students with Disabilities:

Winthrop University is dedicated to providing access to education.  If you have a disability and require specific accommodations to complete this course, contact the Office of Disability Services (ODS) at 803-323-3290.  Once you have your official notice of accommodations from the Office of Disability Services, please inform me as early as possible in the semester.

Student Conduct Code: As noted in the Student Conduct Code: “Responsibility for good conduct rests with students as adult individuals.” The policy on student academic misconduct is outlined in the Student Conduct Code Academic misconduct Policy in the Student Handbook online (<http://www2.winthrop.edu/studentaffairs/handbook/StudentHandbook.pdf>).

Drop Policy: Withdrawal from a course must be within the first 60% of the instructional days of the course.  An automatic N is issued up to then.  After then, students may not withdraw from a class without documented extenuating circumstances.

Required Text: Strategic Management, Pearce & Robinson (13th Edition), 2013.

ISBN 0078029295.

Grading Components and Associated Weights:

Exams (2 @ 200 pts) 400 pts

Oral Reports (2 @ 100 pts) 200

Assignments (6 @ 25 pts) 150

Bloomberg Test 20

Attendance 15

Strategic Analysis Paper 200

Assessment 15

Total 1000 pts

## Course Policies:

1. Plagiarism, cheating, or any other form of academic dishonesty will result in a course grade of F regardless of any other performance considerations.
2. Make‑up exams will not be given except where the student has secured permission from the instructor in advance or when the student has a written medical excuse from a doctor. In all other instances, a grade of zero will be recorded.
3. Final grades will be determined on the following basis:

A = over 933 pts

A- = 900 – 933

B+ = 867 – 899

B = 834 – 866

B- = 800 – 833

C+ = 767 – 799

C = 734 – 766

C- = 700 – 733

D+ = 667 – 699

D = 634 – 666

D- = 600 – 633

F = 599 and below

1. **Participation. Verbal** participation is encouraged in order to encourage you to share your knowledge with the class, to facilitate your own involvement in the education process, to stimulate the interest of yourself as well as others in the class, and to allow me an opportunity to assess your understanding of course materials. Participation will be of maximal importance when we cover cases in class. Not only must you have read the cases assigned in preparation for class, but you are also charged with the responsibility of formulating and communicating **your own opinions** regarding the case. This is to ensure that you will have something meaningful to contribute to the class discussion.
2. **Expectations of Students**:
   1. Students are expected to be on-time for class and should turn off laptops, pads, tablets, and phones before class begins.
   2. Students are expected to recall concepts from prerequisite courses so that instruction will be conducted at the appropriate level.
   3. Students are expected to exhibit high levels of responsibility should attend all agree-upon meetings when working on the class project.

## Explanation of Grading Components:

1) **Exams**. There will be two exams, which will consist of essay and multiple-choice questions.

1. **Oral Presentations**. Two presentations will be given on an assigned team strategic planning project. The project will be based on outside research. Formats will be distributed later in the semester. Each report will be presented in class. Reports will be at least 12 minutes and under no circumstances should they exceed 20 minutes. When presenting, students should dress in professional attire appropriate for a job interview (e.g. wearing a suit and dress shoes, etc.). If a student fails to attend class (without advance permission) when his/her group is assigned to present, he/she will receive a grade of 0 for the presentation. Details regarding the grading of the oral reports will be provided later in the semester.
2. **Assignments.**  Several course-related assignments will be made throughout the semester and are intended to be preparation for class discussion. These assignments will be announced in class at least one week before they are due. Assignments are due at the end of class for the date assigned and must be **typed**. In the event a student is absent on the day an assignment is announced or due, he/she is still responsible for handing it in on time. Assignments can be mailed and will be considered on-time if the postmark is on or before the date due. Assignments may also be sent by email before class. **An assignment is considered late if not turned in during class. Late assignments will be accepted up to one week late, but will receive lower grades. Assignments more than one week late will not be accepted.**
3. **Bloomberg Assessment Test (BAT).** Bloomberg is an international financial services company that, among other things, publishes Bloomberg Businessweek. Bloomberg’s main web site is: <http://www.bloomberg.com/> Bloomberg administers testing for college students that is available to 20,000 worldwide employers.This test takes two hours to complete and covers both quantitative and non-quantitative areas. Employers are often interested in just some of the measures, not all of them. Last year, 2/3 of the Winthrop students who took the Bloomberg Assessment Test (BAT) and were approaching graduation recorded above-average scores. Additionally, 20% of Winthrop students who took the BAT last year were contacted by prospective employers. This is a great opportunity to supplement your job search. This test will be administered two times in fall semester, at 6:30 pm on Friday January 31st and at 6:30 pm on Friday April 18th in the Carroll Hall Computer Lab. Register for the BAT at <http://about.bloomberginstitute.com/>. Once you register (create an account) and complete your profile, you may reserve a seat for one of the sessions offered at Winthrop this semester. Please arrive at 6 pm so that you may logon and then resolve any issues that may interfere with you’re taking the BAT. The BAT is free the first time you take it. You may retake the test once at no additional fee.
4. **Attendance**. Attendance is essential, but alone, is insufficient for high performance in this course. You begin the semester with 15 points for attendance. You do not need to provide written excuses for any absences at any time. Your first two absences will not count against you. However, absences after the second will result in a 10 point deduction for each occurrence regardless of reason, and will result in negative points if your total absences number four or more. Arriving late to class or departing before class is dismissed will result in a 5 point deduction. Additionally, if you miss more than one quarter of the classes, for any reason, you will receive a failing grade in this course. This attendance policy replaces the official Winthrop University attendance policy.
5. **Strategic Analysis Paper**. Each group will prepare and submit a comprehensive strategic analysis report. Formats will be distributed later in the semester. The paper is due at the beginning of the final exam period.
6. **Assessment**. The College of Business Administration conducts assessment tests to evaluate overall student performance in a variety of content areas as they approach graduation. A grade will be assigned for student assessment results, based on performance.

**TENTATIVE COURSE SCHEDULE**

DATE TOPICS

M 1/13 Class Introduction & Orientation

W 1/15 Chapter 1

**Assign Students to Groups and Discussion of the Group Term Project**

M 1/20 No Class - Holiday

W 1/22 Chapter 2

**Assignment of Projects to Groups**

M 1/27 Chapter 3

Assignment #1

W 1/29 Chapter 4

Assignment #2

F 1/31 Bloomberg Assessment Test (BAT). Arrive in the Carroll Hall Computer Lab at 6 pm. You must register with Bloomberg and schedule the exam first, at <http://about.bloomberginstitute.com/> The test takes two hours and begins at 6:30 pm.

M 2/3 Chapter 5

W 2/5 Chapter 6

Assignment #3

M 2/10 Chapter 7

W 2/12 Assignment #4

Review for Exam 1

M 2/17 **Exam 1** (Ch 1-7)

W 2/19 Chapter 8

Assignment #5

M 2/24 Chapter 9

Group Presentation Preparation

W 2/26 Oral Presentation #1

M 3/3 Oral Presentation #1

W 3/5 Oral Presentation #1

M 3/10 Oral Presentation #1

W 3/12 Assessment Testing (Leadership & Ethics)

M 3/17 No Class: Spring Break

W 3/19 No Class: Spring Break

M 3/24 Chapter 10

Assignment #6

W 3/26 Chapter 11

Handout: The 7-S Framework

M 3/31 Chapter 12

W 4/2 Chapter 13

Review for Exam 2

M 4/7 **Exam 2** (Ch 8-13)

W 4/9 Assessment Testing (Q 1-48)

M 4/14 Assessment Testing (Q 49-96)

W 4/16 Group Presentation Preparation

F 4/18 Bloomberg Assessment Test (BAT). Arrive in the Carroll Hall Computer Lab at 6 pm. You must register with Bloomberg and schedule the exam first, at <http://about.bloomberginstitute.com/>, The test takes two hours and begins at 6:30 pm.

M 4/21 Oral Presentation #2

W 4/23 Oral Presentation #2

M 4/28 Oral Presentation #2

**Final Exam Session:** Saturday May 3rd @ 3 pm

Oral Presentation #2

**Strategic Analysis Papers are due at the beginning of the final exam session.**