

BADM 482 BUSINESS POLICY AND STRATEGY

Dakota State University, Summer, 2009

Instructor: Dr. Richard T. Christoph, Professor, College of Business and Information Systems

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Office Hours: ONLINE only --

Course Description: This course focuses on the formulation, implementation, evaluation and control of business strategies and their supporting organizational policies.

Course Delivery: This class is delivered through the Internet only and it is expected that you will devote a considerable amount of time using electronic mail, advanced presentation graphics, internet access and similar, computer-based technologies. It is advisable that you are totally familiar with basic computer use, including Windows operation before taking this class. You should also have ready access to a reasonably fast Internet connection from some location (home, work, school) and be prepared to check it at least daily.

Prerequisites: BUS 310, BUS 350, BUS 370

Disability Services: If you have a documented disability and/or anticipate needing accommodations (e.g., non-standard note taking, test modifications) in this course, please arrange to meet with the instructor. Also, please contact Dakota State University's ADA coordinator, Keith Bundy in the Student Development Office located in the Trojan Center Underground or at 256-5121, as soon as possible. The DSU website containing additional information, along with the form to request accommodations is http://www.departments.dsu.edu/disability_services/. You will need to provide documentation of your disability. The ADA coordinator must confirm the need for accommodations before officially authorizing them.

Freedom in Learning Statement: Students are responsible for learning the content of any course of study in which they are enrolled. Under Board of Regents and University policy, student academic performance shall be evaluated solely on an academic basis and students should be free to take reasoned exception to the data or views offered in any course of study. It has always been the policy of Dakota State University to allow students to appeal the decisions of faculty, administrative, and staff members and the decisions of institutional committees. Students who believe that an academic evaluation is unrelated to academic standards but is related instead to judgment of their personal opinion or conduct should contact the dean of the college which offers the class to initiate a review of the evaluation.

Academic Dishonesty: All forms of academic dishonesty will result in an F for the course, notification of the Dean of Student Affairs and the University Disciplinary Board. Academic dishonesty includes (but is not limited to) plagiarism, copying answers or work done by others and use of notes or other aids during quizzes and exams.

Special Note on Plagiarism:

All assignments and tests are expected to be individually and independently completed. Should two or more students turn in substantially the same solution or program, in the judgment of the instructor, the assignment will be given a grade of zero.

Tests or assignments received containing material copied from any external source (such as a white paper on the Internet), without appropriate citations shall receive a grade of zero. A second such incident will result in an F grade for the course.

The Instructor WILL use web-based services to check work submitted for plagiarism.

Texts: Gamble, John and Thompson, Arthur – Essentials of Strategic Management, ISBN 9780073530307 and The Business Strategy Game, online edition (see <http://www.bsg-online.com/>) Irwin, 2009. Assigned readings from online sources will be routinely covered.

Description: The business policy course is designed as the capstone course for business students in which they integrate knowledge learned in other business courses. Further, through the extensive use of case analysis and the inclusion of the business simulation game, students gain experience in the evaluation of internal and external business factors that will affect their decision making processes as managers. The policy course, like the real world of business, requires effective communications skill. This means that all assignments will be evaluated on both content and context (spelling, writing style, appearance).

There are several learning objectives that we will seek to achieve including:

- The development of your skills in conducting strategic analysis in a variety of industries and competitive situations.
- The integration of the knowledge and skills you have gained in core courses in the business school as it is applied to actual business situations.
- To further develop and refine your oral and written communication skills through individual and group presentations and reports.

Review Quizzes: There will be a number of online quizzes assigned on D2L during the class covering assigned readings in the book and/or assigned materials. These quizzes will be OPEN BOOK (and notes) and are designed to encourage you to become familiar with material that is assigned. I will automatically drop your lowest quiz score.

Business Game: Your team of up to 2 individuals will be responsible for the management and operation of a global manufacturing firm. Operational decisions will be due three times each week and further details will be provided during the early stages of the course.

Case Reports: You will be asked to analyze two business cases to evaluate the impact of specific issues and events. You will be required to prepare a formal, one-page, executive overview for each case and turn it in on the case due-date using the D2L website. Each overview will be typed and provide an appropriate summary of the case (additional details regarding the composition of the overview will be provided in class). **Late summary assignments will not be accepted.**

Semester Project: The semester project focuses on a Fortune 500 firm that is randomly drawn from a group I select. Your team of up to 3 members will develop a detailed written report and present its findings at a formal business briefing using PowerPoint (or similar) which will be posted to the class website on Desire2Learn. Each member of the group should speak during the presentation. Additionally, your group will give informal project status updates orally during the semester.

The presentation and report will each be worth 45% of the team case grade or a total of 90%. Team members will also be required to evaluate the performance of other team members through the award of peer ratings. These ratings will constitute the remaining 10% of the semester project overall grade and will be used in conjunction with the grade assigned to the presentation and report to arrive at a final team member grade.

Make-Ups: Makeup exams will only be given when situations out of your control warrant. Failure to study for an examination is not sufficient grounds to schedule a makeup exam. Should you feel that a makeup is warranted, please contact me before the scheduled exam.

Evaluation: Grades will be based on the following points.

Case Reports	250 points
Readings quizzes	250 points
Business game	250 points
<u>Group Case presentation & report</u>	<u>250 points</u>
TOTAL	1000 points

In general grades will be assigned on the following scale, with reservation for judgment.

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
Below 60%	F

I reserve the right to make any necessary changes to the syllabus throughout the semester.

Week 1

- Syllabus Overview
- BSG Game Groups formed and complete trial decision.
- End of semester project teams formed, discussion areas created, topics assigned
- Introduction to Strategic Information Systems
- ASSIGNMENT: Business Processes and information flow (BICARSA, GLAPPR)
- Quiz 1 – BICARSA & GLAPPR
- ASSIGNMENT: Chapters 1 & 2 reading and Internet presentation
- Quiz 2 – Chapter 1
- Quiz 3 – Chapter 2

Week 2

- Case 1 assigned -- Monday
- Complete 3 BSG Decision runs (see class schedule on Desire2Learn)
- Read Chapters 3 & 4 and review Internet presentations
- Quiz 4 – Chapter 3
- Quiz 5 – Chapter 4
- BSG Online quiz due

Week 3

- *Case 1 due*
- Complete 3 BSG Decision runs (see class schedule on Desire2Learn)
- Read Chapters 5 & 6 and review Internet presentations
- Quiz 6 – Chapter 5
- Quiz 7 – Chapter 6
- BSG Quiz 2 due

Week 4

- Case 2 assigned
- Complete 3 BSG Decision runs (see class schedule on Desire2Learn)
- Read Chapters 7 & 8 and review Internet presentations
- Quiz 8 – Chapter 7
- Quiz 9 – Chapter 8

Week 5

- *Case 2 Due*
- Complete final BSG Decision run (see class schedule on Desire2Learn)
- Chapter 9
- Quiz – Chapter 9

Week 6

- Final Group projects (paper and presentation) submitted