

MGBU 4441 - BUSINESS POLICY
2016 SUMMER SESSION II: JULY 5-AUGUST 4
Tuesday, Wednesday, Thursday (1-4 pm) - Rose Hill

Fordham University
Gabelli School of Business

Dr. Patrick J. Montana
Office hours: 12:30-1:00 pm
Tel: 914/373-1132
pmontana@fordham.edu

COURSE DESCRIPTION

MGBU 4441 - Business Policy (Core Course) (3 Credits)

This integrated course brings together the student's previous study of the functional areas of business. The course focuses on the activities of the chief executive's top management group in defining the objectives and goals of the organization and in developing programs for the achievement of those goals. Major attention is devoted to the sophisticated contemplative action of top-level decision makers. Completion of business core. Open to seniors only or with Dean's approval.

EXPECTED STUDENT OUTCOMES

1. To present to the students an overview of the various concepts and activities fundamental to the development of business policy and strategic management.
2. To assist the students in the development of strategic management skills.
3. To provide the students with an opportunity to examine one issue in strategic management or one current corporate strategy in substantial detail.
4. To provide class participants with an opportunity to learn from others in the class through the sharing of experiences and research.

REQUIRED TEXTS

Cases in Business Policy

Harvard Business School Publishing, Boston, MA (available at Fordham Bookstore)

Management, Fifth Edition (Patrick J. Montana with Bruce Charnov) Barron's Educational Series, Hauppauge, New York, 2015.

ADDITIONAL CLASS RESOURCES:

New York Times
Wall Street Journal
Harvard Business Review
Fortune
Business Week
Other related sites