

BUSINESS POLICY

MGT 439

INSTRUCTOR: Ken Howard Ph. D., Professor
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OFFICE HRS: By appointment only Room 152 UHS

TEXTBOOK: Strategic Management, Fred R. David, 13th Edition, Prentice-Hall, 2011.

PREREQUISITES: Senior Standing (90+ hours), 6hrs Prin of Econ and Acct, Acct 325 or Fin 454, Mkt 363, and Mgt 395.

COURSE DESCRIPTION:

Business Policy is the capstone, integrative course for graduating Business Administration students. This is an exciting, challenging course that focuses on how firms formulate, implement and evaluate strategies. Strategic management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. The major responsibility of students in this course is to make strategic decisions and to justify them through oral and written communication.

The first part of MGT439 consists of interactive lectures on strategic management techniques and a brief review of general management, marketing, and finance tools. Special attention is given to the integration of business concepts. The second part of the course will be devoted to cases.

OBJECTIVES OF CASE STUDIES:

A primary objective is to provide a systems approach to business problems. The major mechanism for accomplishing this is through case analysis. Research has proven that case analysis facilitates learning and understanding by providing students with opportunities to do the following:

1. Think clearly in complex, ambiguous situations.
2. Devise reasonable, consistent, creative action plans.
3. Apply quantitative tools.
4. Recognize the significance of information.
5. Determine vital missing information.
6. Communicate orally in groups.
7. Write clear, forceful, convincing reports.
8. Guide students in their careers.
9. Apply personal values to organizational decisions.

COURSE EXPECTATIONS/GRADING:

1. Group Case Presentations: Multiple person teams will be formed early in the semester. As a team, you will be expected to present to the class one 50 minute oral presentation analyzing a business policy case. The team will need to answer questions from the class during and after the presentation. There is no written report to accompany this presentation, although you will want to use handouts, posters, PowerPoint, and/or overheads. (Worth 100 points.)
2. Written Analysis of Business Cases: A three to six page (typed, double-space) analysis is expected on each case that is orally presented by those members of the class who are not on the presenting team. (Worth 50 points each.)
3. Chapter Exams: There will be two objective exams in the first half of the course. The first will cover Chapter's 1 to 6 and the second Chapter's 7 to 11 (Worth 100 points each.)
4. Class Attendance and Participation: A case course can only be effective if you attend and participate. You are expected to attend and contribute to the class discussion by asking questions, forming opinions, making recommendations, etc. (Worth 100 points.)
5. Major Area Field Test: These standardized tests are designed to assess the mastery of concepts, principles, and knowledge expected of business students at the conclusion of their degree. There are questions on marketing, management, economics, accounting, finance, quantitative business, legal and social issues, and international business. The two hour test consists of a battery of multiple-choice questions. (Worth 100 points.)

Classroom rules:

- 1) Turn off your cell phones.
- 2) Eliminate social conversations after the class starts.
- 3) Be prepared to participate in the class assignments as provided.

Disability Accommodations: Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

BBA Program

Student learning outcome:: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Content Coverage:

ACCT	325	Managerial Accounting
FIN	325	Money, Banking, and Financial Markets
FIN	354	Financial Management
GBUS	440	International Business
GBUS	450	Business Ethics
MGT	321	Organizational Behavior
MGT	366	Topics in Organizational Leadership
MGT	395	Principles of Management
MGT	439	Business Strategy & Policy
MGT	446	Entrepreneurship
MGT	465	Productions and Operations Management
MIS	360	Essentials of Management Information Systems
MKT	363	Marketing
		Business and Professional Speaking
BCIS	1305	Business Computer Applications

Student learning outcome: Our students will score at or above our comparison schools on the ETS Field Exam.

			Measurement Method
MGT	439	Business Strategy & Policy	ETS Field Exam

Student learning outcome : Our graduates will be competent in the discipline of their chosen major or concentration as expressed by a grade of 70 or higher on the course work.

Content Coverage: In major or concentration courses

Student learning outcome: Our students will score at or above our comparison schools on the ETS Field Exam.

			Measurement Method
MGT	439	Business Strategy & Policy	ETS Field Exam

Student learning outcome: Our graduates will demonstrate critical thinking skills as exhibited in the case assignments.

Content Coverage:

GBUS	450	Business Ethics
MGT	439	Business Strategy & Policy
MGT	446	Entrepreneurship

Student learning outcome: Our students will use appropriate planning and analytical techniques in identifying underlying issues and offering defensible solutions.

			Measurement Method
MGT	439	Business Strategy & Policy	Executive summary written for a case

Student learning outcome : Our graduates will be able to communicate effectively in writing and in front of a group by presentation of both writing and speaking skills.

Content Coverage:

MGT	366	Topics in Organizational Leadership
MGT	446	Entrepreneurship
GBUS	450	Business Ethics
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Student learning outcome: Our students will produce an effectively written analysis of a current business problem and then deliver a quality presentation using appropriate visuals.

			Measurement Method
GBUS	450	Business Ethics (measured in course in 2009)	MGT

Student learning outcome : Our graduates will be competent in the use of analytical tools via business software tools.

Content Coverage:

FIN	354	Financial Management
MGT	465	Production and Operations Management
BCIS	1305	Business Computer Applications

Student learning outcome: Our students will demonstrate mastery of several analytic techniques using spreadsheet software (descriptive statistics through simple regression).

			Measurement Method
MGT	465	Production and Operations Management	Course embedded spreadsheet assignment

Student learning outcome Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

Content Coverage:

MGT	439	Business Strategy & Policy
MGT	446	Entrepreneurship

Student learning outcome: Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

			Measurement Method
MGT	446	Entrepreneurship	

BBA Program Goal Syllabus Statement

At the completion of your degree our BBA graduates should be proficient in the following areas:

Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Goal 2: Our graduates will be competent in the discipline of their chosen major or concentration.

Goal 3: Our graduates will demonstrate critical thinking skills.

Goal 4: Our graduates will be able to communicate effectively in writing and in front of a group.

Goal 5: Our graduates will be competent in the use of analytical tools via business software tools.

Goal 6: Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

Goal 7: Our graduates will be able to correctly analyze financial statements.

Graduate Degree Program Goals

At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: www.tamut.edu/cob.