

SEMESTER/YEAR: SPRING 2010
COURSE MEETING: Saturday 12:30-3:20PM
DATES: 1/16 1/30 2/13 2/27 3/13 3/27 4/10 4/24
LOCATION: ST. CHARLES CENTER
CREDITS: 3

BUS 491-1C Business Policies (Capstone)

INSTRUCTOR: Paul Rasp. D.Mgt.
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Phone: 314-226-4232

TEXT: Pearce and Robinson: Strategic Management, Formulation, Implementation, & Control
McGraw-Hill, 2009, 11th. Ed.

PRE-REQUISITE: Senior Standing & Finance 312

PRE-ASSIGNMENT: Read Chapter 1 and 2

This syllabus is subject to change at the discretion of the instructor.

COURSE DESCRIPTION:

- This course is designed to help the student integrate multiple disciplines and subjects covered during their degree program to develop a more comprehensive understanding of the function of organizations in a competitive setting. This involves being able to visualize and integrate concepts and processes such as leadership, organizational behavior, marketing, strategy, and management of organizational resources and processes.

COURSE OBJECTIVES:

- To help the student integrate the functional tools which have been acquired in preceding classes in accounting, finance, marketing, economics, organizational behavior and other related disciplines.
- The student should gain an understanding of the skills required to deal with strategic management issues at all levels of the organization, this includes functional, business, corporate, and international levels.

COURSE CONTENT/ASSIGNMENT CALENDAR:

Course content/Outline:

| <u>Session</u> | <u>Date</u> | <u>Topic</u> |
|----------------|-------------|---|
| 1 | Jan 16 | Introduction Chapter 1 Strategic Management Chapter 2 Company Mission |
| 2 | Jan 30 | Chapter 3 Corporate Social Responsibility and Business Ethics Chapter 4 The External Environment |
| 3 | Feb 13 | <i>Research Paper Section I Due</i> Chapter 5 The Global Environment Chapter 6 Internal Analysis |
| 4 | Feb 27 | <i>Exam I</i> Chapter 7 Long Term Objectives and Strategies Chapter 8 Business Strategy |
| 5 | Mar 13 | <i>Research Paper Section II Due</i> Chapter 9 Multibusiness Strategy Chapter 10 Implementation |
| 6 | Mar 27 | Chapter 11 Organizational Structure Chapter 12 Leadership and Culture |
| 7 | Apr 10 | <i>Research Paper Section III Due</i> Chapter 13 Strategic Control Chapter 14 Innovation and Entrepreneurship |
| 8 | Apr 24 | Complete End of Course Evaluation <i>Exam II</i> |

STUDENT ASSIGNMENTS/ACTIVITIES:

- **Exams** – The exam will be short essay, multiple choice, true-false and/or case analysis. The exams will require that you have a comprehensive understanding of the information presented in the text.
- **Research Paper** – The paper in this course will be a comprehensive analysis, much like an analysis you could be expected to perform for strategic decision purposes on the job. Grade sheet and details will be presented during the first class.
- **Classroom Activities** – Classroom activities will consist of a mix of lecture, quizzes, and interactive exercises. Unannounced quizzes will be given periodically to gauge learning throughout the course and to ensure students are spending an adequate amount of time preparing for class by studying assigned chapters. Interactive exercises will consist of videos and structured team-based activities to help students internalize material.

EVALUATION & GRADING:

| | | |
|-----------------------------|------------|---------------------|
| Exams | 230 Points | (2 Exams @ 115 pts) |
| Research Paper | 150 | |
| Attendance & Participation* | <u>120</u> | (15 pts per night) |
| TOTAL | 500 | |

* No-notice quizzes will take the place of the night's participation points

Grading Scale: %

| | | | |
|----|----------|----|----------|
| A | 94 – 100 | C+ | 78 - 79 |
| A- | 90 – 93 | C | 74 - 77 |
| B+ | 88 – 89 | C- | 70 - 73 |
| B | 84 – 87 | D | 63 - 69 |
| B- | 80 - 83 | F | Below 63 |

GENERAL:

- **Attendance** – because of the nature of this course, attendance is extremely important. If you miss more than 3 hours, you will be given a delayed grade in the course and you will have to repeat the entire course. Attendance is mandatory for the first night of class.
- **Syllabus** – This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs.
- **Academic Accommodations** – Maryville University provides accommodation and support for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodation, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).

- **Laptops/Electronic Devices** – Due to the nature of the material covered in class your undivided attention is important to the learning process. Additionally, detailed notes covering each chapter in the text will be provided. Based on your required attentiveness and material provided, laptops and other electronic devices are not allowed to be used in class.