

Course	BUSN 4990 Business Policy and Strategy												
Term	Spring 2, 2008												
Instructor	Name: Stan Salva Phone: (816) 805-5585 (816) 252-4400 Email: Mayor@sugar-creek.mo.us stansalva@wwdb.org												
Catalog Description	This course focuses on providing students the opportunity to develop experience and competence in using the theories, tools, and concepts that they have learned during the program to analyze and solve organizational problems typical of those they are likely to encounter in their first few years in management. The course will use cases and/or a simulation as the primary learning device(s). The simulation, covering decisions over multiple decision periods, will emphasize the dynamic nature of management decisions.												
Prerequisites	All of the required courses in the program and be within 15 credit hours of graduation												
Course Level Learning Outcomes	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">Outcome</th> </tr> </thead> <tbody> <tr> <td style="width: 5%; text-align: center;">1.</td> <td>Students know the concepts and framework of strategic management</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Students can demonstrate how top management issues require the integration of all functional areas of business</td> </tr> <tr> <td style="text-align: center;">3.</td> <td>Students can discuss corporate and business level strategies within the context of multiple business segments.</td> </tr> </tbody> </table>	Outcome		1.	Students know the concepts and framework of strategic management	2.	Students can demonstrate how top management issues require the integration of all functional areas of business	3.	Students can discuss corporate and business level strategies within the context of multiple business segments.				
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Materials	<ul style="list-style-type: none"> Strategic Management, by Fred R. David, 11th Edition, ISBN 0131869493. <p>The book may be obtained through MBS Direct Books at 1-800-325-3252 or www.mbsdirect.net</p>												
Grading	<p><u>Grading Criteria</u></p> <table style="width: 100%;"> <tr> <td>Homework</td> <td style="text-align: right;">200 points</td> </tr> <tr> <td>Term Paper</td> <td style="text-align: right;">200 points</td> </tr> <tr> <td>Mid-Term Test</td> <td style="text-align: right;">200 points</td> </tr> <tr> <td>Case Presentation</td> <td style="text-align: right;">200 points</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">200 points</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">1000 points</td> </tr> </table>	Homework	200 points	Term Paper	200 points	Mid-Term Test	200 points	Case Presentation	200 points	Final Exam	200 points	Total	1000 points
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The UNDERGRADUATE catalog provides these guidelines and grading options:

- **A, A-** superior work in the opinion of the instructor
- **B+, B, B-** good work in the opinion of the instructor
- **C+, C, C-** satisfactory work in the opinion of the instructor
- **D+, D** passing, but less than satisfactory work in the opinion of the instructor
- **I** incomplete work in the opinion of the instructor
- **ZF** An incomplete which was not completed within one year of the end of the course
- **F** unsatisfactory work in the opinion of the instructor; no credit is granted
- **W** withdrawn from the course
- **IP** course in progress
- **NR** not reported for the course
- **Z** a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z.

Activities	Lecture and discussion. Cases and group problem solving are utilized.
Policy Statements: University Policies	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances</p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained</p> <p>From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p>

	<p>Contact Hours for this Course</p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>Classes are to be considered as important business appointments and every effort should be made to make them. However, one or two absences should not prove to be an insurmountable obstacle. If you do miss a class be sure and check with another member of the class to get notes, any assignments, or schedule changes that may have been made. Note that you will receive a participation grade for every class except the first, the last and examination periods and every class you miss reduces your opportunity for participation and could effect your grade adversely. Except for assignments that are specifically identified as group assignments all your work is to be your own. If you are discovered to have used any inappropriate help you will be considered to be in violation of the university's academic dishonesty policy and will be given a failing grade in the class. Additionally, a recommendation may be made that you not be allowed to continue your education at Webster University.</p>
<p>Weekly Schedule</p>	<p style="text-align: center;">SCHEDULE</p> <p>This class starts the week of March 15th, and meets on Tuesday</p> <p>Pre-Class Assignment: Read Chapters 1 and 2</p> <p>Week 1: Introduction and Syllabus Review Assign Individual Cases Instructions on Required Term Paper Lecture and Discussion Discuss Cohesion Case Assignment: Read Chapter 3 Complete assigned Experiential Exercise</p> <p>Week 2: Discuss Homework Lecture and Discussion Assignment: Read Chapter 4 Complete assigned Experiential Exercise</p> <p>Week 3: Discuss Homework Lecture and Discussion Assignment: Read Chapter 5 Complete assigned Experiential Exercise</p> <p>Week 4: Discuss Homework Lecture and Discussion Assignment: Prepare for Mid-Term Exam Read Chapter 6 Complete assigned Experiential Exercise</p>

	<p>Week 5: Mid-Term Exam Discuss Homework Lecture and Discussion Assignment: Complete Experiential Exercise</p> <p>Week 6: Discuss Mid-Term Exam and Homework Lecture and Discussion Assignment: Read Chapter 7 Complete Experiential Exercise</p> <p>Week 7: Discuss Homework Lecture and Discussion Assignment: Read Chapters 8 and 9. Complete Experiential Exercise</p> <p>Week 8: Discuss Homework Lecture and Discussion Assignment: Prepare for Term Paper Discussion Prepare for Case Presentation Prepare for Final Exam</p> <p>Week 9: Term Paper Presentation Case Presentation Final Exam</p>
Additional Information	None