

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS POLICY
Code No.: BUS 231
Program: FINANCE AND SALES MANAGEMENT/ADVERTISING MGMT
Semester: THREE
Date: SEPTEMBER, 1988
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New _____ Revision X

APPROVED:

J. N. Boushear
Chairperson

88-08-29
Date

CALENDAR DESCRIPTION

BUSINESS POLICY
Course Name

BUS 231-5
Course Number

PHILOSOPHY/GOALS:

This course will focus on the influence of the external forces affecting the organizational policies. These factors include government, economic, social, legal and pressure groups as they relate to all levels of management. Current activities will be examined by means of reading assignments and case studies. This course will also focus on the company from the perspective of its internal strengths and weaknesses.

METHOD OF ASSESSMENT (GRADING METHOD):

Written Examination (Case study method & theory)	30%
Mini Case Studies (3 @ 10%)	30%
Formal Case Analysis	
20% written case documentation	
10% oral delivery and defense of recommendations	30%
Attendance and participation in case analysis	10%
	<u>100%</u>

A+=	90%	-	100%
A =	80%	-	89%
B =	70%	-	79%
C =	55%	-	69%

NOTE: Because of the nature of this course there will be no supplemental examinations. ALL OF THE ABOVE EVALUATION INSTRUMENTS MUST BE COMPLETED TO THE SATISFACTION OF YOUR INSTRUCTOR.

TEXTBOOKS:

Cases in Management - Examining Critical Incidents, D. Neil Ashworth, Reston Publishing Company (1985).

Method:

To the maximum extent possible, classroom time will be spent in discussion and dialogue. The success of this approach requires that each student has read and reflected upon the assigned material prior to class, and comes to the classroom prepared to participate fully. This is essential in order to make class sessions meaningful and to enhance student development.

It is intended to integrate the case method of learning into our classroom discussions. Each chapter in the required textbook contains a number of case studies. Additional cases may be assigned. Case discussion will be preceded by a summary presentation of the salient facts of the case. Presentations will be made by preselected students. In order to foster and promote the student's oral presentation, these case presentations will be "stand-up" deliveries, as though a presentation were being made to a management committee. Each presentation is to have sufficient detail to permit a full discussion. The case presenter will then field questions and comments regarding his/her analysis. Since a vital part of effective management is the ability to communicate, it is expected that these presentations will enhance your communication, and hence your management skill. At the conclusion of your presentation, your written material is to be presented to your instructor for evaluation. Your written material is to be organized and neatly presented (preferably typewritten). Your written material should properly list your research sources. It is expected that you will thoroughly research and be prepared to defend your decisions.

To assist you, a number of case approaches will be reviewed.

PERFORMANCE MEASUREMENT:

Written Examination - There will be one test at the conclusion of the Case Report Guidelines. Please note: There will be supplemental handouts and videotape material that the students will be responsible for in addition to the above.

Mini Case Studies - There will be three mini case studies to help you learn how to prepare and present material. These case studies must be individually prepared and submitted. Copied material will result in a grade of 0 recorded for all students involved.

Formal Case Analysis - There will be one full formal case analysis. This case analysis will be assigned at the conclusion of the theoretical segment of case analysis methodology. This typewritten report is due on the date assigned for delivery.

Standup Delivery - Each student will be assigned a case analysis during the year. This case is to be analysed, documented and presented orally. At the conclusion of the presentation the student will be prepared to defend his/her presentation by responding to questions or comments from the class. Other students in the class will be sufficiently prepared to discuss the implications of the recommendations suggested.

Skill Development Assessment - You will be evaluated on such factors as:

- The degree of your involvement
- The extent of your personal commitment
- The motivation to learn new desirable skills as well as to avoid undesirable traits.
- The quality of your contributions.
- The ability to handle conflict.

The skill development approach requires that students put forth a quality effort while they are in the classroom. thus, students are expected to attend class on a regular basis and to participate in class discussions. Students who are absent without a justifiable reason can expect to have grades reduced. If it is possible, the instructor expects to be informed in advance of anticipated absence. Because this course is based on an accumulation of skills over a relatively short period of time, less than 80% attendance is a cause for failure. 100% attendance is required. Call your instructor if you cannot be at class. The college number is 759-6774. My extension is 591. If I am not available, please leave a message with the switchboard operator.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed time schedule of subjects which will be included in this course.

Course outline and the nature of group decision making...	2 hours
In Search of Excellence.....	4 hours
Case Analysis Format.....	3 hours
Analysis of a company for strengths and weaknesses.....	2 hours
Analysis of the company environment for threats and opportunities.....	2 hours
The nature of managerial decision making.....	4 hours
Midterm test.....	2 hours
Mini Case Studies	12 hours
Student presentations and related discussion	
Attitude.....	
Communication.....	
Conflict.....	
Controlling.....	
Leadership.....	
Motivation.....	42 hours
Organizational Change & Development.....	
Organizational Climate.....	
Organizational Structure & Design.....	
Planning.....	
Stress.....	
Total	73 hours

Learning Objectives

The student will be able to demonstrate both the theoretical basis (by examination) and the practical applications (by case presentation) the following.

Report Introduction
Symptoms
Problem Definition
Objectives, Criteria
Analysis of Alternatives
Defensibility of Recommendations
Clarity of Implementation
Power of the Solution (Theory)
General Clarity and Precision

Please Note:

Lack of clarity as evidenced by the improper use of the English language will require resubmission. Poorly defended recommendations will require resubmission.