SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY
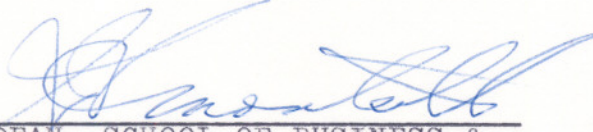
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS POLICY

Code No.:   BUS 231

Program: GENERAL BUSINESS/ADVERTISING MGMT.

Semester: THREE

Date: SEPTEMBER, 1991

Author: J. N. Boushear

New _____   Revision _____

APPROVED: _____   91-07-26
              DEAN, SCHOOL OF BUSINESS &   DATE
                    HOSPITALITY

CALENDAR DESCRIPTION

<u>BUSINESS POLICY</u>   <u>BUS 231-5</u>
Course Name   Course Number

PHILOSOPHY/GOALS:

This course will focus on the influence of the internal and
external forces affecting organizational policies. These factors
include government, economic, social, legal and pressure groups as
they relate to all levels of management. Contemporary issues 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.

OBJECTIVES:

1. To develop an understanding of organization concepts such as
    planning, leadership, problem solving, group dynamics, etc.

2. To develop skills in case analysis.

3. To develop skills in identifying and solving problems in
    contemporary organizational environments.

4. To identify internal and external factors which influence an
    organization and how these factors may impact on decisions.

5. To develop research and report writing skills.

6. To develop skills in persuasive communication in a clear and
    concise manner.

METHODOLOGY:

A variety of methods will be employed to cover the course
content including lecture, study groups, and case studies. To the
maximum extent possible, classroom time will be spent on dialogue
to permit the exchange, discussion and defense of ideas.

The success of this approach requires that each student read
and reflect of the assigned material prior to class and that
he/she comes to the classroom prepared to participate fully. This
is essential in order to make the class sessions as meaningful as
possible and to enhance student development.

The required cases will be assigned as the semester
progresses and additional instructions will be distributed at that
time.

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METHOD OF ASSESSMENT:

EXAMINATION	25%
CASE STUDIES (PROBABLY 3 @ 20%)	60%
ATTENDANCE, PARTICIPATION, PREPARATION	15%

EXAMINATION:

There will be one final essay style examination during the course. This examination will take place at about the fifth week of the course. Students will be responsible for all material covered during that period including supplemental handouts and videotape material.

FORMAL CASE ANALYSIS:

Each student will participate in at least three formal group case analyses and presentations. This approach is intended to stimulate and reward group effort. Students will be evaluated on both the oral and written components of the case study. Cases will be typewritten and and submitted to the instructor at least 48 hours prior to the oral presentation. Case analysis presentations will be evaluated on the basis of case analysis methodology, defensability of the recommendations, and the overall ability to communicate clearly and effectively. Note: Many students require extra help from the learning resources centre or their language and communication instructors. Please make use of these resources! Group case analysis requires tact, diplomacy, cooperation, coordination and planning. Don't procrastinate with your group work. Late work will be penalized.

ATTENDANCE, PARTICIPATION AND PREPARATION:

All students must prepare for all cases.   Each student must be sufficiently familiar with each case to converse intelligently about the issues, alternatives and recommendations. A group effort requires the effective participation of all individuals. Individual grades will reflect the degree of participation.

FINAL GRADE:

The numerical grades will be converted to letter grades on the following basis:

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A+ (90-100%) G.P.A. Equivalent = 4.0   Consistently Outstanding
A (80- 89%) G.P.A. Equivalent = 3.75   Outstanding Achievement
B (70- 79%) G.P.A. Equivalent = 3.0   Consistently Above Average
C (55- 79%) G.P.A. Equivalent = 2.0   Satisfactory Achievement
R (0- 54%) G.P.A. Equivalent = 0.0   Repeat - Not Satisfactory

RESOURCE MATERIALS:

Principal Text: Cases in Management - Examining Critical
                      Incidents; D. Neil Ashworth; Reston Publishing
                      Company, 1985.

Support Material: Whatever It Takes: Decision Makers At Work;
                      Morgan W. McCall Jr. & Robert E. Kaplan;
                      Prentice-Hall Inc., 1989

                      Decision Making In Administration; Gatza,
                      Milutinovich, & Boseman; W. B. Saunders
                      Company, 1979

SPECIAL NOTES:

While the student must demonstrate a knowledge of the subject
matter, it is crucial that all the participants develop useful
skills. The evaluation instruments noted above are therefore
expected to provide an assessment of the skills developed.
Therefore, in addition to evaluating knowlegde, the evaluation
instruments are designed to reflect the following:
  - the degree of student involvement
  - the extent of student commitment
  - the motivation to learn new desirable skills as well as to
    avoid undesirable traits
  - the quality of contributions
  - the ability to handle conflict.

The skill development approach requires that students put
forth a quality effort while in the classroom. Students are
therefore 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.

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TIME FRAME FOR COURSE MATERIAL:

APPROXIMATE
TIME (HOURS)   RESOURCES

1	Course Outline and philosophy	Handout
1	Exercise on the nature of group work	Handout
4	An Overview of Management	Ch. 1 - Text
4	In Search of Excellence	Video
4	The nature of Problems	Ch 3 WIT
4	What They Don't Teach at Harvard Business School	Video
8	The Nature of Managerial Decisions	Lecture, Handout Discussion
12	The Case Analysis Process	Lecture, Handout Exercise
24	Case Analysis and Discussion	As Assigned
2	Examination	