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Jan '80

Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

BUSINESS POLICY  
BUS 231-5

revised January, 1979

## BUSINESS POLICY - BUS 231-5

### Text:

1. "Policy-making and Executive Action" by T.J. McNichols, McGraw-Hill.
  - \*2. "Participants Guide and Workbook", Introductory Business Management Simulation by M. Archer and C. d'A. Dakin, McGraw-Hill Ryerson Ltd.
- \* Already purchased by second year students.

### References:

Financial Post

Globe and Mail "Report on Business" (daily)

Bank news letters

Annual Reports

Selected headings

Business Policy and Planning - David C. C. Rogers - Prentice-Hall.

### Objectives:

This Business Policy Course is designed to present the student with the problems and opportunities confronted by policy makers at the top management level. It will give the student the opportunities to inter-relate the various functions of business, and to develop his or her own technique or management style.

### Student Goals:

1. To integrate your specific knowledge and skill in Marketing, Finance, Accounting, Production and Control.
2. To analyse actual business cases in detail with a view to specific policy formulation.
3. To explore the relationships between the Business and Economy; The Business and Government and business and its people.

You will be encouraged to sharpen skills in management decision making and business policy formulation.

Method:

Lectures and discussions will center on the general management viewpoint, defining business objectives, organizing, strategy, and environmental and human factors. Selected cases in the above subject areas will be analysed and discussed in detail.

The Business Game will support and enhance the lectures and cases and will be more of a project nature stressing written reports and verbal presentations.

Emphasis will be placed on individual participation in the problem solving and decision making processes.

Evaluation:

Since participation is of paramount importance, attendance is essential.

Participation.....	50%
Individual Project.....	25%
Tests.....	25%

\*approximately one period per week will be devoted to the actual playing of the game.

<u>WEEK</u>	<u>SUBJECT</u>	<u>MATERIAL</u>
1&2	<u>Developing the General Management Viewpoint</u> -The Nature of Policy Formulation  -Developing a Strategic Design  -Notes on the Case Method-the detailed approach required for polciy cases.	Read Chapter 1  Policy-making and Executive Action The Case of the Missing Time pg. 42  Medford Clothiers Inc. pg. 71
3&4	<u>Diagnosis and Analysis</u> -The Executive Role in the Diagnosis and analysis of Business Problems	Read Chapter 3  AMMCO Tools pg. 108 Bart l's Brewery pg. 148
5&6	<u>Defining Basic Business Objectives</u> -Developing the Root Strategy for the firm	Read Chapter 4  Wilkinson Sword (A) pg. 25

Test #1

<u>WEEK</u>	<u>SUBJECT</u>	<u>MATERIAL</u>
7&8	<u>Plans for Executive Action</u> -Development and Execution of Operating Strategies	Read Chapter 5 Jewel Companies pg. 377
9&10	<u>Organizing</u> -Developing the Organizational and Control Strategies	Read Chapter 6 Western Lumber (A) & (B) pg. 497
	<u>Test #2</u>	
11&12	<u>The Development of Recovery</u> <u>Strategies</u>	Read Chapter 7 Volkswagen pg. 596
13&14	<u>Environmental Factors affecting</u> <u>policy formulation</u> -selected readings from the Financial Post	Read Chapter 9
15	<u>Human factors and their effect</u> <u>on Decision making</u> -Project presentation	Hawaii Best pg. 908
	<u>Final Test</u>	