

Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

BUSINESS POLICY  
Bus 231-5

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BUSINESS POLICY  
Bus 231-5

- Reference Text: "Business Policy in Canada", H.A. Gram, G. Brink, J. Smola, McGraw-Hill, 1980.
- 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/her own technique or management style.
- Student Goals: To integrate your specific knowledge and skill in Marketing, Finance, Accounting, Production and Control.
- To analyze actual business cases in detail with a view to specific policy formulation.
- To explore the relationship between the Business and the 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 centre on the general management viewpoint, defining business objectives, organizing, strategy, and environmental and human factors. Selected cases in the above subject areas will be analyzed and discussed in detail.
- Evaluation: Case studies 50%  
Tests 50%
- Participation is of paramount importance in case study.
- Subject Material: - Developing the general management viewpoint.  
- The nature and environment of policy formulation.  
- Developing the strategic alternatives and design.  
- Appraising the firm and its activities.  
- Making the choice.  
- Policy implementation.