

Sault College
of Applied Arts and Technology
sault ste. marie

Course Outline

BUSINESS POLICY

BUS 231-5

Distributed in class

January 9 1983

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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 students 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 discussion will be used to structure the strategy making process on the Sault College case study model. The process we will follow divides the strategic decision-making process into a series of steps: goal selection; appraisal of the environment for threats and opportunities; review of organization for strengths and weaknesses; development of strategic alternatives; strategic choice; and implementation and review.

EVALUATION:

Case Studies	40%
Class Contribution	10%
Tests	50%

ATTENDANCE:

A case course requires regular attendance because of the inherent nature of the course design. In a lecture course, a copy of the notes can be given to another student, but it is difficult to transmit a class discussion with any form of readability and reliability. A significant number of the test questions will focus on case discussions. I will treat class attendance as a business appointment and expect the students to do the same. Attendance will be taken regularly.

NOTE:

I will not accept late cases.

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SUPPLEMENTAL EXAMINATION:

A supplemental examination will be provided for students whose final grade is between 40%-50% and who have an 80% attendance record.

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

FINAL GRADE:

A - 80% - 100%
B - 65% - 79%
C - 50% - 64%