

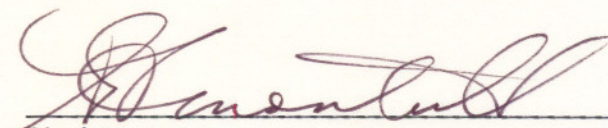
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS POLICY
Code No.: BUS 231-5
Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT
Semester: FOUR
Date: JANUARY, 1985
Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:


Chairperson

85-01-25
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 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.

METHOD OF ASSESSMENT (GRADING METHOD):

Written examination (case study)	25%
Written essay	25%
Skill development assessment	50%
	<u>100%</u>

30% written case study submission and oral presentation

20% preparation, questioning and responding to cases presented by others

A - 85 - 100%
B - 70 - 84%
C - 55 - 69%

TEXTBOOK(S):

Decision Making in Administration Text, Critical Incidents and Cases,
Gatza Milutinovich Boseman; W.B. Saunders Publishers, 1979

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 the student's perspective and development.

It is intended to integrate the case method of learning into our classroom discussions. Each chapter in the required text 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 pre-selected students. In order to foster and promote the students 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 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 hoped 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.

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

PERFORMANCE MEASUREMENT:

Written Examination - There will be one case study examination at the conclusion of the semester. Please note: A significant amount of material will be delivered in the classroom which is not in your textbook.

Written Essay - Each student will plan, organize and develop a report dealing with some concrete aspect of the course. The assignment requires the use of a library search. The selection of a topic, issue, or problem is left to the students discretion but should be approved by your instructor. The report shall not exceed 5 typed, double-spaced pages plus a bibliography.

DUE: March 15th, 1985

LATE ASSIGNMENTS WILL NOT BE ACCEPTED.

Unusual and original excuses (if there are any) have a limited chance of success.

STANDUP DELIVERY Each student will be assigned a case during the year. This case is to be analyzed, documented and presented orally. (You may prepare and use overhead transparencies.) On conclusion of your case presentation you will field questions from the class regarding your presentation.

PERFORMANCE MEASUREMENT (Continued)

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 as well as to unlearn
- the quality of contributions made
- the ability to handle conflict

The skill development approach requires that students put forth a quality effort while they are present 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. Considerable emphasis will be placed on quality and quantity of classroom contributions.

When another student is preparing a case for presentation in class all other students are to be prepared as well. As a minimum, each student should have a clear idea of the problem, the alternatives and a choice of a workable solution. This preparation should be documented and may periodically be required for submission.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall general direction of the course.

Managerial Decision Making	Weeks 1 & 2
Planning and Objective Selling	Weeks 3 & 4
Organizing & Staffing	Weeks 5 & 6
Understanding the Individual	Weeks 7 & 8
Understanding the Social System	Weeks 9 & 10
Leadership	Weeks 11 & 12
The Organization & Its Environment	Weeks 13 & 14
Controlling	Week 15