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SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS POLICY

Code no.: BUS 231

Program: FINANCE AND SALES MANAGEMENT/ADVERTISING MGMT

Semester: FOUR

Date: JANUARY, 1986

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New _____ Revision X

APPROVED:

J. N. Boushear
Chairperson

81-01-06
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 the 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 method & early theory)	25%
Written Examination (Formal case report - take home)	25%
Skill development assessment	
30% written/oral case presentation in class	
20% preparation, questioning and response to case presentation of others	
	<u>50%</u>
	<u>100%</u>

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

TEXTBOOKS:

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

Whatever it takes - Decision Makers at Work, Morgan W. McCall, Jr. and Robert e. Kaplan., Prentice Hall (1985).

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 - (case study method and early theory)
There will be one test at the conclusion of the case study method. This test will involve the section from the Decision Making in Administration textbook entitled "Managerial Decision Making". It will also include the supplemental textbook material.

Written examination - (formal case report)
There will be one full formal case study (in addition to your in class presentation). This case analysis will be assigned after the first examination and it will be due approximately two thirds of the way through the semester. Once the date has been set for this submission there will be no extensions.

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