

Business Policies

Class Date 3/09/2020 - 5/01/2020

Meeting Days: Online [Please note the due dates for weekly assignments]

Meeting Time: Open

Room Number: Online

Coker University School of Business

Coker University

Hartsville, South Carolina

Instructor:

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Coker College

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Office Hours: Scheduled appointments

Overview

In this course, we will explore the underlying theories and frameworks that provide the foundations of a successful business strategy. Students will develop the ability to think strategically by using tools for conducting a strategic analysis. Strategic analysis is critical for analyzing the competitive context in which organizations operate and for making coherent recommendations to position organizations for value creation. Aspiring managers, entrepreneurs, social entrepreneurs, analysts, and consultants may find value in mastering these fundamentals skills.

BM440-61 Business Policies

Three Semester Hours

Course Description

The objective of the course is to focus on students' learning on the application of the primary business functions to the total enterprise of competitive decision-making. The course focuses on the synthesis of the business concepts learned in accounting, marketing, operations management, HR, information system courses. The primary emphasis is on the use of practical applications that engages students in understanding the overall business industry to include analyzing the competitive environment, articulating competitive capabilities, defining strategic direction, allocating scarce resources, and long-term strategic decision-making.

Prerequisite || *Management Major*

Required Textbooks and Materials

Essentials of Strategic Management: The Quest for Competitive Advantage || 6e w/Connect

Gamble, Peteraf, and Thompson

Publisher: McGraw-Hill || ISBN 978-1-259-92763-8

Course Objectives

Upon completion of this course, the student will be able to:

1. Think strategically about a company's business positioning, long-term direction, resources and competitive capabilities, quality of a strategy, and opportunities for gaining a sustainable competitive advantage.
2. Conduct strategic analysis in a variety of industries and competitive situations and, to provide an understanding of the competitive challenges within the global marketplace
3. Design business strategy, provide reasoning about strategic options, use what-if analysis to evaluate action alternatives, and make strategic decisions.
4. Understand the managerial tasks associated with implementing and executing company strategies, how to explore the range of actions managers can take to promote competent strategy execution, and build confidence in being able to function effectively as part of a company's strategy-implementing team.
5. Integrate the knowledge gained in earlier core courses in the business school curriculum by making overall business decisions and demonstrating how the different parts of a business organization function together to achieve an overall competitive advantage.
6. Explain the role of ethical principles, core values, and social responsibility in management practices and daily decision-making.
7. Make a recommendation about the quality of managerial judgment capabilities in risk assessment and competitive decision-making

Topic Outline & Assignments:

The course includes two quiz, weekly benchmark assignments, and a core written assignment

Chapter 1 | Strategy, Business Models, and Competitive Advantage

Chapter 2 | Strategy Formulation, Execution, and Governance

Chapter 3 | Evaluating a Company's External Environment

Chapter 4 | Evaluating a Company's Resources, Capabilities, and Competitiveness

Chapter 5 | The Five Generic Competitive Strategies

Chapter 6 | Strengthening a Company's Competitive Position: Strategic Moves, Timing, and Scope of Operations

Chapter 7 | Strategies for Competing in International Markets

Chapter 8 | Corporate Strategy: Diversification and the Multi-business Company

Chapter 9 | Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy

Chapter 10 | Superior Strategy Execution— Another Path to Competitive Advantage

- **Each weekly written assignment can earn 100 points.**

Building Research & Writing Skills

Students are required to complete and submit a minimum of two core written assignments (one group assignment and one individual assignment). The assignments will cover assigned course-related topics. The assignments must meet the benchmark standards. **Written assignments should be prepared in MS Word, formatted to APA 6th Edition writing standards**, and submitted electronically to the following email addresses:

- burke.assignments@gmail.com
- Cc. dburke@coker.edu
- Attached to the discussion board as instructed

REQUIRED PARTICIPATION IN CLASS DISCUSSIONS OF ASSIGNED CASES

Students' participation in classroom discussion factors in the determining of the overall course grade. Therefore, each student **MUST** make substantive contributions to the weekly blackboard/in-class analysis and discussions. Each student is expected to be an active participant in chapter/case discussions and to offer meaningful analysis and convincing arguments for the position being articulated. The grade for class participation is earned by contributing your assessments and judgments to the discussion. Merely attending class and listening to the discussion of assigned cases is not sufficient; attendance is not participation. Therefore, it is important to demonstrate conscientious effort to be sufficiently prepared and to make intelligent, timely comments regarding the managerial issues associated with the chapter or cases. **Materials in discussions and research papers require in-text citations and related references.**

Work in groups as assigned.

Communication expectation —grammar and mechanics are graded components of all assignments.

Attendance

Grades for attendance and participation are evaluated based on the timely completion of weekly assignments.

Classroom Etiquette – Respect the opinions of your classmates and provide constructive critique. The purpose of the discussions is to promote scholarly interaction.

Evaluative Methods

Supervised time-limited tests, online requirements, classroom discussions, case studies, and written & oral presentation

Grades are based on **attendance, midterm, and final exams, classroom participation,** and **assignments.** The midterm and final exam will constitute 40 percent of your final grade, attendance 10 percent, assignments 30 percent, and classroom participation 20 percent.

Grading Scale

- A 91-100
- B 81-90
- C 71-80
- D 61-70
- F 60-0

Course Schedule and Assignments:

<u>Date</u>	<u>Activity</u>	<u>Chapter Assignments</u>	<u>Assignments/due date</u>
WK1 Session 1	Strategy, Business Models, and Competitive Advantage	Ch. 1	DSCN
WK1 Session 2	Strategy Formulation, Execution, and Governance	Ch. 2	Ch. Questions & DSCN
WK2 Session 3	Evaluating a Company's External Environment	Ch. 3	Ch. Questions & DSCN
WK2 Session 4	Evaluating a Company's Resources, Capabilities, and Competitiveness	Ch. 4	Ch. Questions & DSCN
WK3 Session 5	The Five Generic Competitive Strategies Case Study	Ch. 5	Ch. Questions Ch. Questions
WK3 Session 6	Case Study		Ch. Questions & DSCN
WK4 Session 7	Mid-term EXAM		Chapters 1-5
WK4 Session 8	Strengthening a Company's Competitive Position: Strategic Moves, Timing, and Scope of Operations	Ch. 6	Chapters 1- 9
WK5 Session 9	Strategies for Competing in International Markets	Ch. 7	Ch. Questions & DSCN
WK5 Session 10	Corporate Strategy: Diversification and the Multibusiness	Ch. 8	Ch. Questions & DSCN
WK6 Session 11	Ethics, Corporate Social Responsibility, Environmental Sustainability, and Strategy	Ch. 9	Ch. Questions
WK6 Session 12	Superior Strategy Execution— Another Path to Competitive Ad	Ch. 10	Ch. Activity & DSCN
WK7 Session 13	Case Study		Ch. Activity & DSCN
WK7 Session 14	Case Study		Ch. Activity & DSCN
WK8 Session 15	Final EXAM	Exam	Chapters 6-10
WK8 Session 16	Final Paper Review		Ch. Activity

Academic Dishonesty Policy

All forms of academic dishonesty including, but not limited to, cheating on tests, plagiarism, collusion, and falsification of information will be subject to disciplinary action.

Definition of Academic Dishonesty

Academic dishonesty includes cheating, plagiarism, or failing to cite sources appropriately. Any form of academic dishonesty is wholly incompatible with the Code of Student Responsibility, the Mission of the College, and generally understood standards of ethical academic behavior. Academic dishonesty is among the most serious of violations that might be committed at the College. Because of the seriousness of academic dishonesty offenses, the penalties for these offenses include suspension or expulsion from the College.

Cheating

A student is guilty of cheating when he or she wrongfully gives, takes, or receives the unauthorized assistance of information in the preparation of academic work to be submitted for course credit, or in fulfillment of a college requirement.

Plagiarism

A student is guilty of plagiarism when he or she claims the work or ideas of others without providing credit to the source of the material. Plagiarism, as a form of cheating, also includes employing or allowing another person to alter or revise the academic work the student submits as his or her own. Students may generally discuss assignments among themselves or with an instructor or tutor, but the student alone must do the actual work. When an assignment involves research in outside sources of information, the student must carefully acknowledge what they are, and where and how he/she has employed them. When an assignment directs a student to work in collaboration with other classmates, he or she must properly cite the contributions of others to the final project.