

**FORT HAYS STATE UNIVERSITY  
COLLEGE OF BUSINESS AND LEADERSHIP**

**MANAGEMENT 402  
BUSINESS POLICY  
FALL 2005**

Instructor:	Dr. Tom Griffith	Office Hours:	9:30-11:30 MWF
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**Text(s) – Required:**

1. “Strategic Management and Business Policy” – 9<sup>th</sup> Ed.; By: Wheelen & Hunger; Pearson\Prentice-Hall
2. “Airline” – 4<sup>th</sup> Ed; By: Smith & Golden; Prentice-Hall

**Introduction:**

Business Policy is a capstone course for business students at the final stage of their academic work (i.e., an undergraduate student in his\her final semester of study) for the Bachelor of Business Administration Degree. The focus of the course is directed toward building an integrated view of managerial tasks, processes and responsibilities. The course integrates and builds upon work completed in the core curriculum (e.g., marketing, management, business law, accounting, and management information systems).

**Course Goals:**

1. Understand the roll of the integrated manager by developing a stronger understanding of: a) creating shareholder value; and, b) successfully managing across functional and geographical areas.
2. Encourage and foster a strategic approach to decision making through the teaching students to approach business in a proactive, strategic manner, rather than the traditional accomplishment of day-to-day tasks.
3. Develop successful managerial skill by providing students with activities designed to develop strong critical thinking, problem solving, team building and communications skills.

**Attendance and Participation:**

. **Attendance is mandatory** for this course. Unexcused absences will not be tolerated. Students missing more than 3 class periods or 1 class period when an assignment (paper, examination or presentation) is due **will receive a grade of “U” for the course.** Excused absences must be requested by the student in writing and approved by the instructor prior to the absence. E-mail notification does not qualify as a request. In those unusual cases where circumstances do not permit prior request a written and signed petition must be presented to the instructor to apply for attendance credit. To earn an above average course grade students must read all assigned material before class and participate in a class discussion of the material. The course is designed to be an informal interactive discussion between students with each other and the instructor. If students do not respond or participate in discussion; and/or, are unable to answer questions when called on by the Instructor the Instructor may, at his discretion, administer a graded short essay exam. Also, the Instructor may, at times, at his discretion, start all class periods with a graded short essay exam. These short essay exams will then be counted towards each student’s participation grade.

### **Examinations:**

Students will take 3 closed book, no open notes, essay examinations during the semester. One week prior to the exam date the Instructor will provide students with a case study to read and analyze. All questions on the essay exam will be relevant to the material discussed in class and the case study. Grade determination will be evaluated, and a grade assigned, on the basis of content quality, which includes:

- Adequacy of the topic coverage
- Organization of ideas
- Clarity of ideas
- Use of textbook concepts
- Punctuation and Spelling

### **Airline Simulation.**

Students will form 3-4 person teams for the purpose of managing a small regional airline. During the semester each team will be responsible for preparing and submitting three papers (Industry and Firm Analysis, Annual Report to Shareholders, Management Audit) and weekly management decisions. Management decisions will be due at the beginning of class on the date due. Students' grades will be based on the grades for each of the papers, as well as company performance and class oral presentation. All team members must participate in the oral presentations.

### **Course Grade Determination:**

• Exam 1	100 points
• Exam 2	100 points
• Exam 3	100 points
• Airline Simulation	300 points
• Attendance	200 points
• Participation	200 points.

### **Course and Instructor Policies:**

It is a policy of the instructor to not consider, or award, a grade of incomplete unless highly unusual conditions of personal hardship prevail. If such conditions do prevail a written signed petition must be presented to the Instructor,

Strict adherence to University, College and Department policies dealing with Academic Honesty and Ethical Behavior is expected and required for a passing grade in the course.

Understand, the Instructor considers the classroom a formal professional environment and professional demeanor, decorum and courtesy is expected and required. In this regard, wearing a cap, or hat, in class is considered unprofessional, rude behavior as is any interruption in class by a cell phone\pager\time piece\PDA. Turn off all communication devices, completely, before entering the classroom. Students that are uncooperative, rude or abusive to other students, or the instructor, will result in course failure.

Each student with a learning or physical disability should schedule an appointment with me during the first week of class to discuss accommodations for the classroom and\or assignments and examinations.