

## Policy 402 Course Material and Syllabus (Schnetker)

### Syllabus, Learner Introduction, and Discussion Posting Questions

#### Syllabus

##### **Course Description and Objectives:**

This course provides an introduction to the topic of strategic planning and business policy formulation. The course emphasizes qualitative decision making based on environmental and internal scanning and also includes a brief exposure to financial accounting-based evaluation techniques. The course demonstrates a repeatable nine-step process for environmental scanning, strategy formulation, strategy implementation, and evaluation & control. Strengths, Weakness, Opportunities, and Threats analysis is a key element of process. Value chain positioning and strategy at both operational and corporate levels is addressed in a GLOBAL business environment context.

The student will engage in regular discussion postings as well as incrementally construct a business plan in journal format for a fictitious start-up corporation. Sun Tzu's "The Art of War" is used as a companion text to encourage creative reflection on the applicability of basic strategic concepts to a broad range of competitive situations.

##### **Grading:**

**400 possible total points.**

A) Tests: One Midterm and one Final exam. Approximately 150 questions each, multiple choice. To be taken on Blackboard. Open Book. No proctor required. Each test will be counted as 100 points toward the course grade.

B) Strategic Planning Journal: You will construct a business plan for a fictitious GLOBAL VIDEO MEGAMART chain as a chapter by chapter ongoing assignment. The completed journal/business plan will be submitted at the end of the course for grading. **American Psychological Association style will be required** as described for "publishing-ready" text.

You are encouraged to cite the texts and other business journal articles and authors (web pages and online journals can be used) to justify the decisions you make. Fifteen references (not citations, but different reference works) are required as a minimum. This basically takes the place of a term paper. This journal will be counted as 100 points toward the course grade.

C) Discussion postings/ participation: There are fourteen graded discussion postings. These will be graded as a group based on the instructor's perception of your overall energy, enthusiasm, depth of thought, and originality and counted as 50 points toward the final grade.

D) Case Studies: There will be a small-group case study report required. These will be graded based on the instructor's perception of your overall energy, enthusiasm, depth of thought, and originality and counted as 50 points toward the final grade.

**Grading:**

Grades are:

90-100 = A

80-89=B

70-79=C

60-69=D

0-59= Unsatisfactory/Failing.

**Texts:**

Required:

Wheelen, T. & Hunger, J. (2004). *Concepts in Strategic Management and Business Policy* (9<sup>th</sup> (or newer if you can't find a 9<sup>th</sup>) Edition). Upper Saddle River, New Jersey: Pearson (Prentice Hall).

(note you need the Concepts text only, NOT the companion Case Studies book)

Tzu, Sun. (circa 320 B.C.) *The Art of War* (Trans. Lionel Giles, 1910). Retrieved November 15, 2005 from: [www.gutenberg.net](http://www.gutenberg.net) (Note: This translation is available free from Project Gutenberg and from the class Blackboard website in Course Documents.)

Optional:

American Psychological Association Style Manual. (2004). (5<sup>th</sup> or later edition).

American Psychological Association.

(Note: There will be links to APA style "help" websites provided in the course. The actual style manual is helpful, but is probably not required to produce a satisfactory journal, as described below.)

**Schedule:**

Per the schedule posted in Blackboard. In general, in a 16 week version of this class, expect to do one assignment/posting/ per week. In an 8 week version, expect to do 2 assignments/postings per week.