

MG 495 Business Policy

John Jumara, Ph.D.

Mission Statement: The mission of Park University, an entrepreneurial institution of learning, is to provide access to academic excellence, which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.

Vision Statement: Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

Course	MG 495 Business Policy
Semester	Portfolio
Faculty	John Jumara
Degrees/Certificates	Ph.D.
Title	Associate Professor of Management and Public Affairs
Office Hours	MWF 1-3
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Class Days	TBA
Class Time	TBA
Prerequisites	EN306B
Credit Hours	3

Textbook:

Strategic Management and Business Policy, 11th Edition, Wheelen and Hunger [ISBN 0-13-232346-X]

Textbooks can be purchased through the [MBS bookstore](#)

Textbooks can be purchased through the [Parkville Bookstore](#)

Additional Resources:

[McAfee Memorial Library](#) - Online information, links, electronic databases and the Online catalog. Contact the library for further assistance [via email](#) or at 800-270-4347.

[Career Counseling](#) - The Career Development Center (CDC) provides services for all stages of career development. The mission of the CDC is to provide the career planning tools to ensure a lifetime of career success.

[Park Helpdesk](#) - If you have forgotten your OPEN ID or Password, or need assistance with your PirateMail account, please email helpdesk@park.edu or call 800-927-3024

[Resources for Current Students](#) - A great place to look for all kinds of information <http://www.park.edu/Current/>.

Course Description:

MG495 Business Policy: A series of business cases and materials dealing with a variety of problems confronting general management selected to illustrate the major areas of managerial concern: environmental opportunities and constraints, formulation of business policy, organization for business activity and marshalling of resources for achieving of the firm. 3:0:3 Prerequisites: [EC141](#), [EC142](#), [EC315](#), [EN306B](#), [FI360](#), [MG260](#), [MG352](#), and [MK351](#) or permission of instructor.

Educational Philosophy:

The facilitator's educational philosophy is one of interactiveness based on lectures, readings, quizzes, dialogues, examinations, internet, videos, web sites and writings. The facilitator will engage each learner in what is referred to as disputatious learning to encourage the lively exploration of ideas, issues and contradictions.

Learning Outcomes:

Core Learning Outcomes

1. Define the term "strategic management".
2. List four phases of strategic management
3. List four basic elements of strategic management.
4. Define the term "strategy".
5. Identify the five forces that shape competition as described by Porter.
6. Explain what is meant by the term "competitive advantage".
7. List three directional strategies.
8. List the five stages of international development.

Core Assessment:

All Park University courses must include a core assessment that measures the course's Core Learning Outcomes. The purpose of this assessment is to determine if expectations have been met concerning mastery of learning outcomes across all instructional modalities.

For this course, the core assessment is a **Comprehensive Final Examination** to be administered in all sections of MG495. This exam is worth at least 30 percent of the student's final grade and will test students' mastery of the Core Learning Outcomes (as listed on this syllabus) through definitions, essay, and/or multiple choice questions.

This core assessment is a CLOSED BOOK, CLOSED NOTES comprehensive examination that must be administered and proctored in the classroom and may not be given as a take-home examination. Students should not have access to the exam or its questions before it is administered. The duration of the exam can be no longer than two hours.

No calculators, computers, or materials other than a writing instrument may be used for the exam; this applies to all students, regardless of whether the exam is for on-line or face-to-face students. Completion of the exam is strictly individual; students may not work in groups to complete the exam.

[Link to Class Rubric](#)

Class Assessment:

The final grade will be determined using the following measurements:

1. Attendance/Class Participation
2. Mid-Term Examination
3. Final Examination
4. Homework

Grading:

The following percentages will be used to assign course grades:

- 90% - 100% = A
- 80% - 89% = B
- 70% - 70% = C
- 60% - 69% = D
- Below 60% = F

The work you do in this class is valued as follows:

Homework	10% or 100 points
Attendance/Participation	10% or 100 points
Mid-Term Examination	50% or 300 points
<u>Final Comprehensive Exam</u>	<u>30% or 300 points</u>
Totals	100% or 1000 points

The course grade for students will be based on the overall average of homework and tests taken during the course in accordance with the weighting of the various requirements as stated in the syllabus.

All final exams in all School of Business and Management courses will be comprehensive and will be closed book and closed notes. They will constitute 30% of the total course grade and will not be a take-home exam. They will be completed during the test week in the period designated by the registrar or by the Proctor in the case of online courses. If calculators are allowed, they will not be multifunctional electronic devices that include features such as: phones, cameras, instant messaging, pagers, and so forth. Electronic Computers will not be allowed on final exams unless an exception is made by the Dean of the School of Business and Management.

Late Submission of Course Materials:

It is the student's responsibility to ascertain if any work has been missed and to make up that work with the consent and agreement of the instructor. No work will be accepted after the date of the final examination except with the agreement of the instructor.

Classroom Rules of Conduct:

Any classroom that disrupts the learning environment in the opinion of the instructor, will not be tolerated. Students are expected to show respect for each other.

Course Topic/Dates/Assignments:

- Week #1: Read/Discuss/Analyze Chapters 1 and 2
- Week #2: Read/Discuss/Analyze Chapters 3 and 4
- Week #3: Read/Discuss/Analyze Chapters 5 and 6
- Week #4: Read/Discuss/Analyze Chapters 7 and 8
- Week #5: Mid-Term Exam; then Read/Discuss/Analyze Chapter 9
- Week #6: Read/Discuss/Analyze Chapters 10 and 11
- Week #7: Read/Discuss/Analyze Chapters 12, 13, 14
- Week #8: Final Comprehensive Exam

Academic Honesty:

Academic integrity is the foundation of the academic community. Because each student has the primary responsibility for being academically honest, students are advised to read and understand all sections of this policy relating to standards of conduct and academic life. [Park University 2008-2009 Undergraduate Catalog](#) Page 87

Plagiarism:

Plagiarism involves the use of quotations without quotation marks, the use of quotations without indication of the source, the use of another's idea without acknowledging the source, the submission of a paper, laboratory report, project, or class assignment (any portion of such) prepared by another person, or incorrect paraphrasing. [Park University 2008-2009 Undergraduate Catalog](#) Page 87

Attendance Policy:

Instructors are required to maintain attendance records and to report absences via the online attendance reporting system.

1. The instructor may excuse absences for valid reasons, but missed work must be made up within the semester/term of enrollment.
2. Work missed through unexcused absences must also be made up within the semester/term of enrollment, but unexcused absences may carry further penalties.
3. In the event of two consecutive weeks of unexcused absences in a semester/term of enrollment, the student will be administratively withdrawn, resulting in a grade of "F".
4. A "Contract for Incomplete" will not be issued to a student who has unexcused or excessive absences recorded for a course.
5. Students receiving Military Tuition Assistance or Veterans Administration educational benefits must not exceed three unexcused absences in the semester/term of enrollment. Excessive absences will be reported to the appropriate agency and may result in a monetary penalty to the student.

Report of a "F" grade (attendance or academic) resulting from excessive absence for those students who are receiving financial assistance from agencies not mentioned in item 5 above will be reported to the appropriate agency. [Park University 2008-2009 Undergraduate Catalog](#) Page 89-90

Disability Guidelines:

Park University is committed to meeting the needs of all students that meet the criteria for special assistance. These guidelines are designed to supply directions to students concerning the information necessary to accomplish this goal. It is Park University's policy to comply fully with federal and state law, including Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, regarding students with disabilities. In the case of any inconsistency between these guidelines and federal and/or state law, the provisions of the law will apply. Additional information concerning Park University's policies and procedures related to disability can be found on the Park University web page: <http://www.park.edu/disability> .

Rubric

Competency	Exceeds Expectation (3)	Meets Expectation (2)	Does Not Meet Expectation (1)	No Evidence (0)
Synthesis Outcomes Explain what is meant by the term	Provides Porter's definition of the term, a thorough explanation of how a firm has a superior position to that of competitors, and at least one actual example	Provides Porter's definition and an explanation of competitive advantage which supports the superior position of the firm to that of competitors	Provides only a definition of the term "competitive advantage"	No answer or insignificant explanation
Analysis Outcomes Identify the five forces that shape competition as described by	Identification and description of Porter's forces and an explanation of how each force impacts the competitive environment.	Identify all five of the forces as described by Porter.	Identification of less than five of the forces.	No answer or a provision of unrelated, insignificant data.

Porter				
Evaluation	List of the three different directional strategies, a description of each, and an explanation of the effect of use on the organization's plans.	List three directional strategies that may be used in planning by an organization.	List less than three different directional strategies.	No answer or a provision of unrelated, insignificant data.
Outcomes List three directional strategies.				
Terminology	Provide a complete definition of the term(s) and an explanation of how each term is used in the analysis of business plans.	Provide a complete definition of the term(s).	Provide a partial definition of the term(s).	No answer or a provision of unrelated, insignificant data.
Outcomes Define the term "strategy". Define the term "strategic management".				
Concepts	Provide a list of the five stages and explain how the stages may or may not be evolutionary.	Provide a list of the five stages in order of development.	Provide a list of less than five stages and/or not in the order of development.	No answer or a provision of unrelated, insignificant data
Outcomes List the five stages of international development.				
Application	*Provide a list of the four phases along with an explanation or description of the activities that occur during the respective phase. *Provide a list of the four elements along with an explanation or description of how the element is important to the overall management plan.	*Provide a list of the four phases in order of phasing. *Provide a list of the four elements.	*Provide a list of less than four phases and/or not in the order of phasing. *Provide a list of less than four elements.	*No answer or a provision of unrelated, insignificant data *No answer or a provision of unrelated, insignificant data
Outcomes *List four phases of strategic management. *List four basic elements of strategic management.				
Whole Artifact	Provides a thorough, detailed list, description and explanation of the company's phase of strategic management, the elements being used, the competitive advantage, and a prediction of the long range effect on the organization.	Using the lists and an actual company case report, identify the phase of strategic management, the elements being used, the strategic direction, and the competitive advantage.	Provides incomplete list(s), and partial or incomplete identification of the phase of strategic management, the elements being used, the strategic direction, and the competitive advantage.	No answer or a provision of unrelated, insignificant data
Outcomes List four phases of strategic management.				
Component	Submits a complete list, identifies the stage of development in an actual (or provided) business, and predicts the long range outcome or effect on the business.	Provides a complete list and using the list, identifies the stage of international development in an actual (or provided) business.	Provides an incomplete list and/or unable to use the list, to identify the stage of international development in an actual (or provided) business.	No answer or a provision of unrelated, insignificant data
Outcomes List the five stages of international development.				