



Emulsion

Revised

UWUCC Co 2011

UWUCC Co 2011

Indiana University of Pennsylvania

College of Business and Information Technology

Department of Management

Course # & Title: MGMT 495 Business Policy (3 cr)

Prerequisites: Completion of all Business Core requirements; graduating seniors

I. Catalog Course Description:

This capstone case analysis course is designed to give practice in applying business theories to the solution of management problems. An analysis of how top management determines strategy and policy and influences the philosophy and character of the company. Develop a general management viewpoint that integrates the various functions

III. Detailed Course Outline:

Hours	Topics	Assignments	Main Course Objectives Addressed
3	Introduction and orientation Strategic Management: Creating competitive advantage	Chapter 1	Obj 1, Obj.2(Eberly Goal 1 Obj B)
?	Analyzing External Environment of the Firm	Ch 1, 2	Obj 1

4	Strategic Control and Corporate Governance Creating Effective Organizational Designs Article Discussion	Chapter 9 Chapter 10	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B))
4	Strategic Leadership Fostering Corporate Entrepreneurship Article Discussion	Chapter 11 Chapter 12	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
3	Entrepreneurial Strategy and Competitive dynamics	Chapter 8 Assignment III	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly)

IV. Evaluation Methods:

Points earned for each grade component will be summed to obtain a total score for the

course. Final letter grades will follow the standard scale of A = 900 points or greater; B = 800-899; C = 700-799; D = 600-699; and F = 599 or below. Components of the final grade will consist of the following:

Evaluative Tool	Weight	Objectives Measured (predominantly)
Exams (3 exams : 20% each) <ul style="list-style-type: none">• Objective Questions• Essay Questions	60%	Obj. 1 Obj. 1
Research Projects and Case Assignments <ul style="list-style-type: none">• Case Analyses• Research Project	30%	Obj. 2 (Eberly Goal 1 Obj B) Obj. 3(Eberly Goal 2 Obj B) Obj.4.(Eberly Goal 3 Obj B)
Classroom participation	10%	

Tests: Three tests will cover the basic lecture textbook chapters, case

Individual Case Assignments: There are *three* short case assignments in this course. Questions will be provided for each case. You are to turn in/submit a written two or three page write up for these cases in which you answer the questions that appear by the end of each case (Q&A format). All written cases are due prior to the date indicated

IX. Additional Resources

Handbook of Organizational Culture & Climate, Thousand Oaks, CA: Sage Publications, 2000.

Barney, Jay and William Hesterly, Strategic Management and Competitive Advantages: Concepts and Cases (Second Edition), Upper Saddle River, NJ: