

**University of North Texas at Dallas**  
**Fall 2015**  
**SYLLABUS**

<b>BUSI 4940D.090, BUSINESS POLICY, 3 CREDIT HOURS</b>	
<b>Department of</b>	Management
<b>School of Business</b>	
<b>Instructor Name:</b>	Dr Isaura Flores
<b>Office Location:</b>	DAL 2, Office #234
<b>Office Phone:</b>	972.338.1802
<b>Email Address:</b>	<a href="mailto:Isaura.Flores@untDallas.edu">Isaura.Flores@untDallas.edu</a>
<b>Office Hours:</b>	Wednesdays 3:00 PM – 7:00 PM, Thursdays 2:00pm – 4:00pm, Other by appointment
<b>Virtual Office Hours:</b>	n/a ( <b>Note:</b> Please use <a href="mailto:Isaura.Flores@untDallas.edu">Isaura.Flores@untDallas.edu</a> . I respond to emails within 24 - 36 hrs. Make sure to specify in the subject line the course number for which you are enrolled (i.e., BUSI 4940)
<b>Classroom Location:</b>	DAL 2 242
<b>Class Meeting Days &amp; Times:</b>	Thursdays 7:00pm - 9:50pm <i>NOTE:</i> This course follows a blended instructional approach that includes a combination of face-to-face class sessions, online activities, and team activities.
<b>Course Catalog Description:</b>	<b>Business Policy (BUSI 4940):</b> This is a capstone course, focused on the integration of functional areas and requiring students to determine policy at the general management level. Students address problems and issues faced by business firms, seeking to manage the relationships between different strategic components of the firm and integrate functional areas in order to optimize performance. Students are challenged to carry forward frameworks, theories, and skills they have learned in their entire business undergraduate program, sharing their disciplinary expertise with others on their team as a content expert in their major. Integration of each student's functional perspective with the general manager/strategic perspective is an overarching goal of this capstone course
<b>Prerequisites:</b>	Students should have completed all business foundation courses and have senior standing. This course is to be taken in the last semester of course work. If you are NOT graduating in Spring 2012, you should not be in this class -- PLEASE see Dr. Flores after class 1.
<b>Co-requisites:</b>	n/a
<b>Required Text:</b>	Required text : Dess Lumpkin Eisner Mc Namara, <b><i>Strategic Management text &amp; cases, 7<sup>th</sup> edition.</i></b> Mc Graw Hill . ISBN: 978-0-07-786252-7 <i>NOTE: The text must be purchased 1st week of class, and must be brought to class each week. Additional readings, cases, and exercises will be posted on the course web site.</i>
<b>Recommended Text and</b>	Various related articles will be assigned.

<b>References:</b>	
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a> UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: <a href="mailto:1012mgr@fheg.follett.com">1012mgr@fheg.follett.com</a>
<b>Course Goals or Overview:</b>	
	<p>This course has been structured to help you achieve four major objectives. At the end of the course you should:</p> <ol style="list-style-type: none"> <li>1. Appreciate the value of taking a general manager's view of the firm</li> <li>2. Be able to organize your thinking around a strategic framework which includes the following elements:             <ul style="list-style-type: none"> <li>- Strategy</li> <li>- Environment</li> <li>- Resources</li> <li>- Managerial beliefs, values, attitudes, and risk tolerance</li> <li>- Organization</li> <li>- Strategic fit, competitive advantage, and implementation</li> </ul> </li> <li>3. Be able to understand how functional areas interact to influence firm performance</li> <li>4. Be able to make decisions that create better integration between functional areas so as to improve firm performance</li> </ol>
<b>Learning Objectives/Outcomes:</b> At the end of this course, the student will	
1	Understand the basic theory and principles of strategic analysis
2	Demonstrate the ability to be able to conduct internal and external environment analysis for the firm
3	Be able to recognize a firm's intellectual assets
4	Be able to define and formulate: <ul style="list-style-type: none"> <li>- Business-level strategies</li> <li>- Corporate-level strategies</li> <li>- International strategies and</li> <li>- Entrepreneurial strategies</li> </ul>
5	Understand concepts related to strategic control and corporate governance
6	Be able to create effective organizational designs
7	Demonstrate strategic leadership by creating a learning and ethical organization
8	Managing Innovation and fostering corporate entrepreneurship
9	Be able to analyze strategic management cases

## Course Outline

This schedule is **subject to change by the instructor**. Any changes to this schedule will be communicated by the instructor in class and/or through Blackboard.

Aug 26	<p><i>Introduction to course and requirements</i>  <i>Teams</i>  <b>Chapter 1:</b>  <i>Strategic Management: Creating competitive Advantages</i>  <b>Chapter 2:</b>  <i>Assessing the external environment of the firm</i></p>	<p>Introduction  Chapter  1 &amp; 2</p>
Sep 2	<p><b>Chapter 3:</b>  <i>Assessing the internal environment of the firm</i>  <b>Chapter 4:</b>  <i>Recognizing a firms intellectual assets: Moving beyond a firm's tangible resources.</i></p> <p><b>Teams:</b> Organize for teams</p> <p><b>Assignment</b> <i>Read chapter 13 (case analysis)</i></p>	<p>Chapter  3 &amp; 4</p>
Sep 10	<b>No Class</b>	No Class
Sep 16	<b>1st Exam Chapters 1-4</b>	<b>Test</b>
Sep 23	<p><b>Chapter 5:</b>  <i>Business – Level strategy: Creating and sustaining competitive advantages</i>  <b>Chapter 6:</b>  <i>Corporate – Level strategy: Creating value through diversification</i></p> <p><b>Case 19:</b> Zynga.</p>	<p>Chapter  5 &amp; 6  Case  19</p>
Sep 30	<p><b>Case 24:</b> Louis Vuitton.  <b>Case 31:</b> Is One Ford really working?</p>	<p>Cases  24 &amp; 31</p>
Oct 7	<p><b>Chapter 7:</b>  <i>International Strategy: Creating value in global markets</i>  <b>Chapter 8:</b>  <i>Entrepreneurial Strategy &amp; Competitive Dynamics</i></p>	<p>Chapters  7 &amp; 8</p>

Oct 14	<p style="text-align: center;"><b>Chapter 9:</b> <i>Strategic control and corporate governance</i></p> <p style="text-align: center;"><b>Chapter 10:</b> <i>Creating effective organizational designs</i></p> <p style="text-align: center;"><b>Case 34</b>: Keuring: Convenience, Choice and Competitive brands</p>	Chapter 9 & 10 Case 34
Oct 21	<b>Teams</b> : Review guidelines for final presentation & Individual Assignment	
Oct 28	<b>2<sup>nd</sup> Exam Chapters 5, 6, 7 &amp; 8</b>	<b>Test</b>
Nov 4	<b>Individual Assignment</b> Presentations	ALL Students
Nov 11	<p style="text-align: center;"><b>Chapter 11:</b> <i>Strategic Leadership: Creating a learning organization and ethical organization</i></p> <p style="text-align: center;"><b>Chapter 12:</b> <i>Managing Innovation and fostering corporate entrepreneurship</i></p> <p style="text-align: center;">U&amp;PS Division Assessment Day <b>Mandatory Attendance</b></p> <p style="text-align: center;"><b>Note</b>: Due to Mandatory Assessment test (MFT), Chapters 11 &amp; 12 will not be covered in class, but will be included in your tests.</p>	Assessment Day
Nov 18	<b>3<sup>rd</sup> Exam – Chapters 9, 10, 11 &amp; 12</b>	Test
Nov 25	<b>Thanksgiving Holiday</b>	<b>Holiday</b>
Dec 2	<b>Final Presentations</b> <b>Final Business plan due</b> <b>Presentation &amp; discussion</b>	<b>Final Test</b>
Dec 9	<b>Final Test: All Chapters</b>	<b>Final Test</b>

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

### Grading Matrix:

Instrument	Value (points or percentages)	Total
Individual Assignment: Presentation & On-line ( <i>Paper</i> )	10 points (Paper & Presentation)	10
Tests	3 tests 10 points each	30
Final Business Plan (Paper and Presentation)	20	20
Case (Paper and Presentation)	10	10
Attendance and MFT test	10	10
Final Exam	20	20
<b>Total:</b>		<b>100</b>

### Grade Determination:

A = 90 – 100 pts;

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = less than 60

## Individual Assignment

Please review attached document

## Exams

Examinations will consist of a three tests and a final. All will be administered in class during scheduled class time. Each exam will consist of multiple choice and essay/discussion questions. Make-up exams will be given to students who provide an authorized absence from the Dean of Students or who otherwise provide acceptable proof of absence.

## Final Paper

Teams will complete final business plan (paper). During the semester, I will provide a guideline and a final paper will be due during final presentations date. The text of your final paper has **no minimum number of pages, but has to cover all sections, double-spaced.**

Videos and creative work are highly recommended. There is no right or wrong related to a presentation. The papers will be graded on the marketability of the business idea, innovation and creative presentation.

**The following is a suggested format for your paper:**

**I. Cover page (Format provided)**

Include class name, professor, Company name and your team name (including full names of all members)

**II. Executive summary**

A 1-2 page summary of 3 sections: Marketing, operations and financial should be included here.

**III. Body**

Prepare a binded business plan including all sections described in class..

**IV. References**

Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left). Type size should not be larger than 12 pt. Papers will be submitted by the due date Be sure to proofread your paper carefully. Grammar, punctuation and spelling errors will adversely affect your grade, please request help at writing center if needed.

**University Policies and Procedures**

**Students with Disabilities (ADA Compliance):**

*The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.*

**Student Evaluation of Teaching Effectiveness Policy:**

*The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.*

**Assignment Policy:**

- I. All materials presented in class are considered testable material.
- II. Assignments are due at the beginning of class and can't be turned in without attendance.
- III. Class comments and suggestion are welcomed.
- IV. Is imperative to cover all class material before every class.
- V. Students presenting material need to bring copies for class or email professor in advance to distribute an electronic copy of material.
- VI. **Group Evaluations.** Each team member must evaluate all members of his/her group **including themselves**. Two set of evaluations will be done. These

evaluations will be used to adjust the group grade to reflect your individual contribution. **Late submissions will not be accepted. If you do not submit evaluations or submit an incomplete set of evaluations you will be penalized 20% of your grade.**

### **Exam Policy:**

*Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).*

### **Academic Integrity:**

*Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at [http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic\\_Integrity.pdf](http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf) for complete provisions of this code.*

### **Bad Weather Policy:**

*On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://www.unt.edu/dallas). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.*

### **Attendance and Participation Policy:**

*The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.*

### **Diversity/Tolerance Policy:**

*Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.*

### **Additional Policies:**

- WebCT/Blackboard will be used for the class
- Use of Cell Phones is **prohibited**.
- Food & Drink in the Classroom **is not allowed** for this class
- Use of Laptops is allowed.
- Grade of Incomplete, "I" under especial circumstances only. Cases will be reviewed on an individual basis.