

UNIVERSITY OF NORTH TEXAS AT DALLAS

SCHOOL OF BUSINESS

BUSINESS POLICY

Course Information

Course Number/Section BUSI 4940/011
Term Spring 2016
Days & Times Hybrid
Meeting Dates: January 20, 27; February 10; March 2; April 20;

May 11.

Classroom DAL2 243

Professor Contact Information

Professor Dr. Banu Goktan
Email Address banu.goktan@untdallas.edu
Office Location DAL2 317
Office Hours Tuesday 9:30 am – 1:30 pm; Thursday 8:00 to 10:00 pm (online)

Course Description

A capstone course that provides the integration of functional areas of business and requires students to determine policy at the general- or top-management level. Students address strategic organizational problems and optimization of the total enterprise.

Student Learning Objectives:

The specific objectives of BUSI 4940, Administrative Strategy, are:

1. to develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its present strategy, and its opportunities for gaining sustainable competitive advantage;
2. to acquaint you with the managerial tasks associated with implementing and executing company strategies, drill them in the range of actions managers can take to promote competent strategy execution, and to develop your confidence in being able to function effectively as part of a company's strategy-implementing team;
3. to build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide them with a stronger understanding of the competitive challenges of a global market environment;
4. to give you hands-on experience in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic decisions;

5. to integrate the knowledge you gained in earlier core courses in the business school curriculum; to illustrate how the various pieces of the business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for a company to operate in winning fashion;
6. to develop your powers of managerial judgment, to build your skills in assessing business risk, and improve your ability to create results-oriented action plans; and to make more conscious about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.

Required Textbooks

Dess, G., Eisner, A., Lumpkin, G.T., and McNamara, G. (2012). Strategic Management: Creating Competitive Advantages, 6th ed., McGraw-Hill Higher Education.

ISBN-13: 978-0077439569

ISBN-10: 0077439562

Required Simulation- GLO-BUS

GLO-BUS Registration Procedure — Industry 3

<https://www.glo-bus.com/>

It is important that *each student* register for a GLO-BUS account. Only registered students have anytime, anywhere access to the information available in the GLO-BUS corporate lobby.

Furthermore, only registered students may complete Quiz 1, Quiz 2, and Peer Evaluation online assignments. The name of each registered student will appear in the instructor's online grade book, and a simulation grade is calculated for the instructor automatically for each registered student.

To register:

1. Launch your web browser and go to <http://www.glo-bus.com/>.
2. Click the button for **New Students** at the top-left.
3. Enter your **Company Registration Code** (codes will be assigned during the first week of class). Make sure that you enter the registration code for the company that you have been assigned. The company registration codes are:

<u>Company</u>	<u>Company Registration Code</u>
Company A	48653-BGN-A
Company B	48653-BGN-B
Company C	48653-BGN-C
Company D	48653-BGN-D
Company E	48653-BGN-E
Company F	48653-BGN-F
Company G	48653-BGN-G
Company H	48653-BGN-H

4. Complete the brief registration form and click the Continue button at the bottom of the form.

5. Select your payment option:

Use a Credit/Debit Card

Then click the **Credit/Debit Card Registration** button on the next page. The registration fee is \$44.95 for each team member. Have a credit/debit card ready. Payment may be made using Visa, MasterCard, Discover, or American Express. Should you not have a credit card, the easiest alternative is to use a teammate or friend's credit card to pay your registration fee and then reimburse him or her by cash or check.

Following registration, you will be directed to your Corporate Lobby page where you can view or download the Player's Guide, view or print the decision schedule, and browse through all the other information links explaining how GLO-BUS works. It is important you spend time reading these information links. It will take about 15 minutes. At your earliest convenience, you and your teammates should decide on a company name and enter it using the link at the top of your Corporate Lobby page.

Blackboard

Blackboard will be the method of instruction and communication for this course.

Grading Scale

A= 90-100%

B= 80-89

C= 70-79

D= 60-69

F= 59 and below

Tentative Point Distribution

Individual Grades

EXAM 1	150 points
EXAM 2	100 points
GLO-BUS Quiz 1	50 points
GLO-BUS Quiz 1	50 points

Group Grades

GLO-BUS 1 st Strategic Plan	25 points
GLO-BUS 2 nd Strategic Plan	25 points
GLO-BUS Company Overall Score	100 points
GLO-BUS Company Presentation (Optional)	50 points

TOTAL **500 Points**

Course Policies

This course is a hybrid course and, therefore, it is partially on-line. Chapters 1 through 6 from the textbook will be discussed in class. It is the students' responsibility to study for Chapters 7, 9, 11 and 12. Also, an introduction to the GLO-BUS simulation will be provided in class and then students will make simulation decisions on their own.

EXAM 1 & 2

Exams 1 and 2 will consist of multiple choice questions related to the material covered in the textbook. Chapters that Exam 1 covers will be discussed in class. Students are expected to read the chapters that Exam 2 covers and ask the instructor any questions they may have.

Individual versus group grades

Each team member's grade for the group project will be evaluated in light of team member evaluations. If a student does not participate in group work and receives consistent low evaluations from team members, his/her grade for the group work will be lower than the other team members' grades.

GLO-BUS Quiz 1 & 2

GLO-BUS quizzes are individual assignments. The questions in Quiz 1 are drawn directly from the Participant's Guide.

Quiz 2 tests (1) student's understanding of the information presented in the industry report and competitive intelligence report that is provided after each decision round and (2) student grasp of the various different strategic options they have for improving their company's performance. Several of the questions also involve the financial ratios and credit rating measures used in GLO-BUS.

GLO-BUS Company Overall Score

Company score is automatically calculated and is based on "Average of the Investor Expectation Score" and the "Best in Industry Score".

GLO-BUS Strategic Plan

There are two built-in 3-year strategic plans that entail having each company's management team (1) articulate a strategic vision for their company (in a few sentences), (2) set performance targets for EPS, ROE, stock price appreciation, credit rating, and image rating for each of the next three years, (3) state the competitive strategy the company will pursue, (4) cite data showing that the chosen strategy either is currently on track or requires further managerial actions, and (5) develop a projected income statement for each of the next three years based upon expected unit sales, revenues, costs, and profits. Each company's strategic plan is automatically graded on a scale of 1 to 100, with points being earned for meeting or beating the performance targets that were established.

Extra Credit/Company Presentation (Optional)

Teams can earn up to 50 points with a company presentation. Company performance may be low and teams may not meet their goals. The presentation will give teams an opportunity to discuss the mistakes they made when making simulation decisions. This is a learning process, therefore, it is important for the students to understand the dynamics of running a company. Total GLO-BUS team points cannot exceed 250 points.

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. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632.

Academic Integrity

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty 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 Conduct at http://www.unt.edu/csrr/student_conduct/index.html for complete provisions of this code.

Student Evaluation of Teaching Effectiveness

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.

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. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by Blackboard e-mail.

TOPICS	TIMELINE
<p>Week 1</p> <p>Introduction to GLO-BUS (PowerPoint slides provided on Blackboard). Introduce the GLO-BUS Participant’s Guide (should be read prior to the next class meeting)</p> <p>Team assignments</p> <p><i>Chapter 1 Strategic Management: Creating Competitive Advantages</i></p>	<p>Jan. 20</p> <p>Class Meeting</p>
<p>Week 2</p> <p><i>Chapter 2 Analyzing the External Environment of the Firm</i> <i>Chapter 3 Assessing the Internal Environment of the Firm</i> <i>Chapter 4 Recognizing a Firm’s Intellectual Assets: Moving beyond a Firm’s Tangible Resources</i></p>	<p>Jan. 27</p> <p>Class Meeting</p>
<p>Week 3</p> <p>GLO-BUS Practice Year 6 due by 10pm</p>	<p>Feb. 3</p>
<p>Week 4</p> <p>GLO-BUS Quiz 1 due by 7pm.</p> <p>Statistical review, review of Competitive Intelligence and Company Operating Reports for practice year 6.</p> <p><i>Chapter 5 Business-Level Strategy: Creating and Sustaining Competitive Advantages</i> <i>Chapter 6 Corporate-Level Strategy: Creating Value through Diversification</i></p> <p>GLO-BUS Practice Year 7 due by 10pm</p>	<p>Feb. 10</p> <p>Class Meeting</p>
<p>Data reset to Year 6 and practice results are no longer available</p>	<p>Feb. 13, 8:00 am</p>
<p>Week 5</p> <p>GLO-BUS Year 6 due by 10pm</p>	<p>Feb. 17</p>
<p>Week 6</p> <p>GLO-BUS Year 7 due by 10pm</p>	<p>Feb. 24</p>
<p>Week 7</p> <p>EXAM 1 (Chapters 1, 2, 3, 4, 5, 6)</p>	<p>March 2</p> <p>Class Meeting</p>

GLO-BUS Year 8 due by 10pm <i>Read Chapter 7</i>	
Week 8 GLO-BUS Year 9 due by 10pm 1 st 3 year strategic plan due by 10pm	March 9
Spring Break – No Class	March 16
Week 9 GLO-BUS Quiz 2 due by 7pm. GLO-BUS Year 10 due by 10pm <i>Read Chapter 9</i>	March 23
Week 10 GLO-BUS Year 11 due by 10pm <i>Read Chapter 11</i>	March 30
Week 11 GLO-BUS Year 12 due by 10pm 2 nd 3 year strategic plan due by 10pm	April 6
Week 12 GLO-BUS Year 13 due by 10pm <i>Read Chapter 12</i>	April 13
Week 13 GLO-BUS Year 14 due by 10pm EXAM 2 (Chapters 7, 9, 11, 12)	April 20 Class Meeting
Week 14 GLO-BUS Year 15 due by 10pm	April 27
Week 15 Work on the End of Game GLO-BUS company presentation	May 4
Week 16 End of Game GLO-BUS company presentations	May 11 Class Meeting

