



**WALSH UNIVERSITY**

## **School for Professional Studies**

### **BUS 490**

#### **Business Policy Seminar**

*ASSIGNMENT DUE ON THE FIRST NIGHT  
OF CLASS: SEE PAGE 6*

***\*\*YOU MUST REGISTER FOR THE  
SIMULATION GAME BEFORE THE FIRST NIGHT\*\*  
Registration codes are found in the front of your new textbook  
(YOU MUST BUY A NEW TEXTBOOK)***

**You must have access to at least Excel 2000 (or newer version) to enter data for the simulation**

**PREREQUISITE: SENIOR STATUS AND COMPLETION OF  
BUSINESSCORE REQUIREMENTS**

Business 490 is the final capstone course in your accelerated degree program. In this class you will apply the knowledge you have learned from each of the prerequisite courses that you have taken. By definition, a prerequisite is a requirement that must be previously met before undertaking the task at hand. By signing up for this course, you are assuring me that you have all the necessary knowledge to be a productive participant in the discussions and casework. You may expect 15-20 hours per week of outside research and homework. The School for Professional Studies warns you that extensive personal and business commitments or taking other courses simultaneously with BUS 490 could negatively impact your learning experience.

Gary Tschantz  
School for Professional Studies

July 2007

**WALSH UNIVERSITY**

*School for Professional Studies*  
**BUS 490 Business Policy Seminar**  
**Course Syllabus**

## **COURSE DESCRIPTION**

In this capstone course of the business curriculum, students integrate core business areas of economics, accounting, finance, management, and marketing through use of business case analysis and simulations. The concepts of strategic planning and strategic management provide the platform for integration. *Prerequisites: Senior status and completion of all business core requirements.*

## **LEARNING OUTCOMES**

The primary purpose of this course is to develop systematic, integrative, analytical conceptual, and communication skills. These skills build upon decision making techniques and language tools. It is important for the students success (in the course and in the “real world”) to develop a “feel” for the problems of executive management and to be able to view disparate parts of an organization as an integrated system. Thus, this course will stress **application** of functional skills and preparation of executive committee **reports**.

1. Think strategically and critically when solving “real world” business problems.
2. Integrate learned business knowledge and apply it in business analysis, decision making and problem solving.
3. Effectively and appropriately apply business technologies.
4. Have an awareness of ethical situations and issues as they occur in business.
5. Work effectively in a team situation.

## **COURSE OBJECTIVES**

1. To develop the students capacity to think strategically about a company, its business position, and how it can gain sustainable competitive advantage.
2. To build students skills in conducting strategic analysis in a variety of industries and competitive situations.
3. To give students hands-on experience in determining business strategy, reasoning about strategic options, using what-if analysis to evaluate action alternatives, and initiating the changes necessary to keep the strategy responsive to newly emerging conditions.
4. To improve the students ability to manage the organization process by which strategies are formed and executed.
5. To integrate the knowledge gained in earlier courses.
6. To develop powers of managerial judgment, helping students learn how to assess business risk and provide them with a stronger understanding of the competitive challenges of a global market environment.

7. To have students become more proficient in using personal computers to do managerial analysis and managerial work.
8. To make students conscious about the importance of ethical principles, personal and company values, and socially responsible management practices.

## MATERIALS OF INSTRUCTION

Thompson Jr., Arthur A., Strickland III, A.J., Gamble, John E., *Crafting & Executing Strategy*, Fifteenth Edition, 2007, McGraw-Hill/Irwin Publishing Co.

**\*Please review the School *for* Professional Studies textbook list for the most up to date edition.**

## SUGGESTED GRADING CRITERIA

The grading criteria is the prerogative of the facilitator who may present an alternative grading procedure, **in writing**, the first night of class as circumstances and experience dictate (for example, the addition of assignments, extra credit options, different weights for the assignments, etc.). Changes to the suggested grading criteria will be announced in Workshop One. Otherwise, the criteria presented in this module will be followed as closely as possible.

### Grading Scale

A	=	93 to 100	C	=	73 to 75
A-	=	89 to 92	C-	=	69 to 72
B+	=	86 to 88	D+	=	66 to 68
B	=	83 to 85	D	=	63 to 65
B-	=	79 to 82	D-	=	59 to 62
C+	=	76 to 78	F	=	BELOW 58

The course will consist of the following graded components:

Exam	20 points
Chapter-End Exercises	20 points
Business Strategy Game and Simulation	40 points
Simulation Presentation	10 points
Class Discussions	10 points

**Total Possible: 100 points**

## NOTES REGARDING ASSIGNMENTS AND WORKLOAD

This course will meet only once a week, for 4 hours each time. The highly accelerated pace requires students to take a great deal of responsibility for their own learning outcomes. While in class, students are expected to actively participate in discussion and group activities. Outside of class, students are expected to do a minimum of 15 hours per week of study, homework assignments and/or group projects.

The intent of the assigned text readings is to provide students with analytical and conceptual skills rather than merely mechanical application skills.

### Written Assignments

An important component of this course is the carrying out of written assignments. These assignments are of varying types and may be both in-class and out-of-class. Expectations, scheduling and kinds of assignments will be discussed in Workshop One.

### **Notes Regarding Business Strategy Game and Simulation:**

An on-line Business Strategy Game and Simulation is the major component of this course. This is a powerful and constructive way of emotionally connecting students to the subject matter of the course. There is no other effective and interesting way to stimulate the competitive energy of students than to prepare them for the rigors of real world business decision making by having them match strategic wits with classmates by running a company in head to head competition for global market leadership. This simulation gives students an opportunity to experiment with various strategy options and gain proficiency in applying CORE CONCEPTS and ANALYTICAL TOOLS by evaluating a changing industry and assessing the financial and competitive condition of their company. It also gives students the opportunity to exhibit their abilities to make good decisions about the company's bottom line.

The Business Strategy Simulation is a completely online exercise where students run a company in head to head competition against companies run by other class members. Most any well-conceived, well-executed approach is capable of succeeding, provided it is not overpowered by the strategies of competitors or defeated by the presence of too many copycat strategies which dilute its effectiveness. In other words, which strategies deliver the best performance hinges on the interaction and competitive strength of the strategies employed by rival companies – not on “Silver Bullet” decision combinations that players are challenged to discover.

This simulation helps students synthesize the knowledge gained in a variety of different business courses by the cross-functional integrative nature of strategy.

### **TESTS:**

Students are required to take two tests. The tests are taken online and automatically graded with scores reported instantaneously to both the student and instructor.

**Test 1** has a time limit of 45 minutes (20 multiple choice questions) and covers the entire Player's Guide. This is an important test since it spurs students to read the Player's Guide and understand enough about what is going on to make reasonably informed decisions.

**Test II** has a time limit of 75 minutes and checks if students understand what the numbers in the company reports mean and how they are calculated.

### **MFT:**

The Major Field Test in Management will be administered during the semester.

### **ATTENDANCE AND PARTICIPATION**

Attendance is expected at each class meeting and attendance is taken at the beginning of each class. Each student is expected to be prepared for class and will be called upon to discuss various issues, topics and case studies. Missed work because of an approved absence can be made up only under approved conditions. Late work will be penalized if accepted by the instructor.

### **ACADEMIC INTEGRITY**

The exchange of ideas and the sharing of information as part of the educational process is encouraged. Shared views among members of the class can provide an additional element in the process. However, the student is reminded that such sharing of views and other information must remain in the context of academic integrity. A breach of academic integrity will be considered a serious matter. ***"Breach of Academic Integrity"*** in the course shall be defined as the use by one student of the work of another (student or otherwise) when the student wrongfully uses such material. This definition is intended to address commonly recognized means and methods of cheating on materials, including plagiarism of any sort. The result of such a breach will be a grade of "0" on the respective assignment.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP ONE**

1. Carefully read the course module, concentrating on the course and learning outcomes listed at the beginning of this module.
2. Read chapters 1 and 2 of the text
3. Read and prepare to discuss Section “A” of readings in *Crafting and Executing Strategy* Page 452 – 482.
4. **Register and have your I.D. for Business Strategy and Simulation.**

BSG 8.0 and Glo-Bus  
“How do students register?”

1. Students need to go to [www.bsg-online.com](http://www.bsg-online.com)
2. Students need to enter their “registration code.” They receive this code from the front of their textbook. Once the student gets their registration code they can proceed with the registration process.
3. The student will then need their access code. This can be purchased in two different ways:
  - a) With a prepaid access code that may come with their book (if a package was ordered)
  - b) By purchasing as an e-commerce transaction at the simulation website with a credit card.

**\*\*Cards can NOT be purchased as a “stand alone” and sold in the bookstore.**

## **Policy 490 First Session Assignment**

**To be completed before the first class:**

**READ:** Thompson Jr., Arthur A., Strickland III, A.J., Gamble, John E., *Crafting & Executing Strategy*, Fifteenth Edition, 2007, McGraw-Hill/Irwin Publishing Co.

1. Chapters 1 and 2. Read and prepare to discuss Section A: What is Strategy and how is the process of crafting and Executing Strategy Managed? Page 452 -482 of text.
  - What is Strategy and How Do You Know If You Have One?
  - Walking the Talk (Reality!): Why Visions Fail.
  - The Power of Business Models.
  - The Balanced Scorecard: To Adopt or Not to Adopt?
  - Stretching Strategic Thinking.

**REGISTER ONLINE FOR THE SIMULATION GAME!!**

**Class Schedule**

Workshop	Assignments
1	<ul style="list-style-type: none"> <li>a) Chapters 1 and 2 of the text.</li> <li>b) Read and prepare to discuss Section “A”: What is Strategy and How is the Process of Crafting and Executing Strategy Managed? Page 452-482 of the text.</li> </ul>
2	<ul style="list-style-type: none"> <li>a) Chapters 3 and 4 of the text.</li> <li>b) Read and prepare to discuss Section “B”: A New Tool for Strategy Analysis: The Opportunity Model on Page 489.</li> <li>c) Read and prepare to discuss Section “B”: Playing Hardball: Why Strategy Still Matters on Page 496</li> <li>d) Create a short written report and prepare an oral presentation on Exercise 2 on page 93</li> <li>e) Simulation</li> </ul>
3	<ul style="list-style-type: none"> <li>a) Chapters 5 and 6 of the text.</li> <li>b) Test # 1</li> <li>c) Read and Prepare to discuss Section “B”: Value Innovation: A Leap Into the Blue Ocean on Page 502.</li> <li>d) Simulation.</li> </ul>
4	<ul style="list-style-type: none"> <li>a) Chapter 7 and 8 of the text.</li> <li>b) Read and prepare to discuss Section “B”: Confronting the Low-End Competition on Page 508.</li> <li>c) Strategic for Asia’s New Competitive Game on Page 515</li> <li>d) Simulation.</li> </ul>
5	<ul style="list-style-type: none"> <li>a) Chapter 9 and 10 of the text.</li> <li>b) Read and prepare to discuss Section “B”: Racing to be 2<sup>nd</sup>: Conquering the industries of the Future on Page 521.</li> </ul>

	<ul style="list-style-type: none"> <li>c) Read and prepare to discuss Section “B”: Outsourcing Strategies: Opportunities and Risks on Page 528.</li> <li>d) Simulation.</li> </ul>
6	<ul style="list-style-type: none"> <li>a) Chapter 11 and 12 of the text.</li> <li>b) Read and prepare to discuss Section “C”: Insights from The New Conglomerates on Page 534.</li> <li>c) Create a short written report and prepare an oral presentation on Exercise 1 on Page 386.</li> <li>d) Simulation</li> </ul>
7	<ul style="list-style-type: none"> <li>a) Chapter 13 of the text.</li> <li>b) Test # 2</li> <li>c) Simulation</li> </ul>
8	<ul style="list-style-type: none"> <li>a) Strategic Management Simulation presentations.</li> <li>b) Business Simulation Peer Evaluation.</li> </ul>