

**BUSINESS POLICY**  
**MGT 439**  
(Spring 2013)

**INSTRUCTOR:** Dr. James Harbin  
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**OFFICE HRS:** TBA  
Outside of in-office hours I will respond within a reasonable time not to exceed 24 hours during the normal work week.

**TEXTBOOK:** Strategic Management: Concepts and Cases, Fred R. David, 14<sup>th</sup> Edition, Prentice-Hall, 2012. ISBN-. Amazon Cost: \$138

**PREREQUISITES:** Senior Standing (90+ hours), 6hrs each of Prin of Econ and Acct, Acct 325 or Fin 354, Mkt 363, and Mgt 395.

**CATALOG DESCRIPTION:** In this capstone course students apply and integrate prior knowledge, i.e., accounting, finance, management, marketing, and economics. It also focuses upon the strategic process: the systematic analysis of changing conditions and the adapting of goals, strategies, and policies to meet organizational opportunities and threats.

**COURSE SUMMARY:**

Business Policy is the capstone, integrative course for graduating Business Administration students. This is an exciting, challenging course that focuses on how firms formulate, implement and evaluate strategies. Strategic management concepts and techniques are studied. Students use all the knowledge acquired from prior business courses, coupled with new strategic-management techniques learned, to chart the future direction of different organizations. A major responsibility of students in this course is to make strategic decisions and to justify them through oral and written communication.

The first part of MGT439 consists of some 10 chapters on specific strategic management techniques. These chapters also contain a review of general management, marketing, accounting, and finance tools useful in strategy. Special attention is given to the integration of business concepts. The last part of the course will be devoted to cases.

## **STUDENT LEARNING OUTCOMES:**

1. Think clearly in complex, ambiguous situations.
2. Devise reasonable, consistent, creative action plans.
3. Apply quantitative tools.
4. Recognize the significance of information.
5. Determine vital missing information.
6. Communicate orally in groups.
7. Write clear, forceful, convincing reports.
8. Guide students in their careers.
9. Apply personal values to organizational decisions.

## **COURSE EXPECTATIONS/GRADING:**

1. **Two Chapter Exams.** There will be two objective exams in the first half of the course. The first will cover Chapter's 1-5 and the second will cover Chapter's 6 through 9, and Chapter 11. (Omit Chapter 10). Each exam will be worth 100 points. Both tests will be taken online. More details later on exact dates, time, and content.
2. **Written Analysis of Business Cases.** There will be 2-4 cases assigned later in the semester to be analyzed and written up to be turned in. Each case will be worth 100 points. More about how to do this later in the course.
3. **Major Area Field Test.** This is a standardized test designed to assess the master of concepts, principles, and knowledge expected of business students at the conclusion of their degree. There are questions on marketing, management, economics, accounting, finance, quantitative business, legal and social issues, and international business. The two hour test consists of a battery of multiple-choice questions. This test will follow the two chapter exams. Worth 100 points. This will be taken over the computer in a testing center.
4. **Other Assignments.** There will be 3-5 other assignments, each worth 10 points. As examples these could include: answering end-of-chapter questions; completion of learning exercises, critiques of selected readings. These will be assigned throughout the first part of the semester.

### **Grading Scale:**

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

There is no opportunity for extra credit.

**Disability Accommodations:** Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office 903-223-3062.

**Academic Integrity:** Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of "F" in the course and/or disciplinary actions. For additional information, see the university catalog.

**A&M-Texarkana Email Address:** Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

**Drop Policy:** To drop this course after the census date (see semester calendar), a student must complete the Drop/Withdrawal Request Form, located on the University website <http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html> or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar's office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, Texas, 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

**Learning Objectives:** At the completion of your degree our BBA graduates should be proficient in the following areas:

**Goal 1:** Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

**Goal 2:** Our graduates will be competent in the discipline of their chosen major or concentration.

**Goal 3:** Our graduates will demonstrate critical thinking skills.

**Goal 4:** Our graduates will be able to communicate effectively in writing and in front of a group.

**Goal 5:** Our graduates will be competent in the use of analytical tools via business software tools.

**Goal 6:** Our graduates will be able to properly integrate business disciplines in developing holistic, multi-functional solutions.

**Goal 7:** Our graduates will be able to correctly analyze financial statements.

**CLASS PARTICIPATION:** Students are responsible for beginning their participation on the first class day by logging on and completing assignments according to the course calendar. Failure to submit online assignments between the first day of classes and the University census date (according to the University schedule) will result in an administrative drop from the course.

**STUDENT TECHNICAL ASSISTANCE:**

Solutions to common problems and FAQ's for your web-enhanced and online courses are found at this link:

<http://www.tamut.edu/Training/Student%20Training/index.html>

If you cannot find your resolution there, you can send in a support request detailing your specific problem here:

<http://www.tamut.edu/techde/support.htm>

Blackboard Helpdesk contacts:

Office hours are: Monday - Friday, 8:00am to 5:00pm

Julia Allen (main contact) 903-223-3154 [julia.allen@tamut.edu](mailto:julia.allen@tamut.edu)

Nikki Thomson (alternate) 903-223-3083 [nikki.thomson@tamut.edu](mailto:nikki.thomson@tamut.edu)

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