

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		09-486	App-4/1/10	App-4/17/10

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Management	Phone 724-357-5912

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)	
<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change
<input checked="" type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change
<input type="checkbox"/> Course Deletion	<input type="checkbox"/> Catalog Description Change
MGMT 495	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>
2. Additional Course Designations: check if appropriate	
<input type="checkbox"/> This course is also proposed as a Liberal Studies Course.	<input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African)
<input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals	
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> Program Title Change
<input type="checkbox"/> New Minor Program	<input type="checkbox"/> New Track
<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision
<input type="checkbox"/> Other	
<i>Current program name</i>	<i>Proposed program name, if changing</i>
4. Approvals	
Department Curriculum Committee Chair(s)	Date
<i>Joette Wisnieski</i>	3/1/10
Department Chair(s)	Date
<i>Verlita Biv</i>	3/1/10
College Curriculum Committee Chair	Date
<i>C. Embell</i>	3/3/10
College Dean	Date
<i>R. Pano</i>	3/9/10
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	Date
<i>Gail Sechrist</i>	4-1-10

* where applicable

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MAR 26 2010
Liberal Studies

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MAR 24 2010
Liberal Studies

Indiana University of Pennsylvania
The Eberly 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. Develops a general management viewpoint that integrates the various functions of the organization.

II. Course Outcomes/Objectives:

Upon the successful completion of this course, students will be able to:

1. Demonstrate knowledge and comprehension of the core business functional areas.
2. Analyze and synthesize knowledge from different functional areas and generate alternative solutions to business issues. (Eberly Goal 1 Obj B)
3. Deliver professional quality oral presentation. (Eberly Goal 2 Obj B)
4. Apply appropriate analytical techniques to a given business problem, generate and compare alternatives, and develop a solution.(Eberly Goal 3 Obj B)

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)
3	Analyzing External Environment of the Firm Article Discussion	Chapter 2	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
3	Analyzing Internal Environment of the Firm Article Discussion	Chapter 3	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
3	Recognizing a Firm's Intellectual Assets	Chapter 4 Assignment I	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj. 3 (Eberly Goal 2 Obj B) Obj.4. (Eberly Goal 3 Obj B)
1.5	Test # 1	Chapters 1-4	
4	Business Level Strategy Corporate Level Strategy	Chapter 5 Chapter 6	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
4	International Strategy Article Discussion	Chapter 7 Assignment II	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
1.5	Test # 2	Chapters 5-7	

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 Goal 3 Obj B)
2	Test # 3	Chapters 8- 12	
6	Comprehensive Group Case Discussions and Presentations	Group Based Textbook/W all Street Journal Case Assignment s	Obj 1, Obj. 2 (Eberly Goal 1 Obj B) Obj.4. (Eberly Goal 3 Obj B)
2	Final		

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 assignments, and discussion topics presented and covered in assigned readings, including both the textbook and any supplemental material. These two tests will essentially set up the backbone knowledge necessary for completion of the other required course tasks. Under normal circumstances, there are *no* make-up exams. (If you have problems, contact me before the exam.). In the event of an emergency (e.g., death in the family, severe illness), notification and arrangements must be made **prior** to the absence.

Group Case Assignments and Presentations: Each group is responsible for **one** written case assignment, which should resemble an executive briefing based on your analysis of the case (5-7 pages). You may choose which case to do. These briefings must be professionally done (typed, 1" margins, 11 or 12 font, etc.) and turned in at the beginning of the class period for which that case will be discussed. Be prepared to lead the discussion in class. Turning in a case without attending class is unacceptable and will result in the briefing **not** being counted! **Team Presentation:** The presentation should be an in-depth professional presentation over the team project. Professionalism and creativity are expected along with solid content. Length of the presentation should be about 25 to 30 minutes in overall time length with a 5-10 minute discussion session at the end. Use PowerPoint slides as needed and provide a copy of slides to instructor. All members of the team **must** be presentation participants.

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 on the syllabus and the calendar. Late submissions are not allowed. You must include your name on the case assignment itself. These answers must be professionally done (typed, 1" margins, 11 or 12 font, double spaced, etc.).

Class Participation: Participation and interaction are essential components of strategic management. Class attendance is therefore a requirement. Class role will be taken regularly. Additional contributions that create a positive class contribution grade include: 1) questions and comments during class discussions, 2) answering questions during discussions, 3) being prepared for cases ahead of time, 4) being a recognized leader in your group, 5) showing up on-time with a positive mindset, and 6) other signs of positive interaction and participation. Negatives that result in poor contribution scores are: 1) tardiness, 2) unprofessional disruptions during the class, 3) not attending classes, 4) being unprepared for class or case discussion, 5) lack of participation in group, 6) poor peer evaluations, 7) not switching off cell phones when you come to the class, 8) engaging in activities unrelated to the class like reading newspapers and doing assignments for other classes and 9) other similar acts or attitudes. Each student will be allowed 3 unexcused absences before being penalized.

V. Example Grading Scale

The final grades will be based on the following distribution:

90% and above	A	80% - 89.9%	B
70% - 79.9%	C	60% - 69.9%	D

VI. Course Attendance Policy

Will be developed by individual faculty in accordance with the policy in the undergraduate catalog.

VII. Required Course Materials:

- 1) Dess, Lumpkin, & Eisner Strategic Management: creating competitive advantages, 4th edition. McGraw-Hill: Irwin, 2009.
- 2) Wall Street Journal Readings
- 3) Any additional supplemental material supplied either in class or on the web site (class notes will be made available, at the latest; on the scheduled day of class it is assigned).

VIII. No special resource requirements.

IX. Additional Resources

Ashkanasy, Neal M., Celeste P. M. Wilderom and Mark F. Peterson (ed.), Handbook of Organizational Culture & Climate, Thousand Oaks, CA: Sage Publications, 2000.

Barney, Jay and William Hesterly, Strategic Management and Competitive Advantage: Concepts and Cases, (Second Edition), Upper Saddle River, NJ: Pearson Prentice-Hall, Inc., 2008.

Blanchard, P. Nick and James W. Thacker, Effective Training, Systems, Strategies, and Practices, (Third Edition), Upper Saddle River, New Jersey: Pearson/Prentice Hall, 2007.

Buckingham, Marcus, The One Thing You Need to Know: ... About Great Managing, Great Leading, and Sustained Individual Success, New York: Free Press, 2005.

Burns, Tom and G. M. Stalker, The Management of Innovation, London: Tavistock Publications, 1961.

Chandler, A. D., Jr., Strategy and Structure, Cambridge, Massachusetts: MIT Press, 1962.

Clutterbuck, David and Stuart Cramer, Makers of Management Men and Women Who Changed the Business World, London: MacMillan London Limited., 1990.