MISSOURI WESTERN STATE COLLEGE
DIVISION OF PROFESSIONAL STUDIES
DEPARTMENT OF BUSINESS
SYLLABUS

MGT 419 - Business Policy
SPRING 2004
Dr. Dale Krueger

OFFICE HOURS: M 2:00-2:30
TTH 10:50-12:20
W 2:00-2:30/5:30-6:30

OFFICE PHONE: 271-5830
HOME PHONE: 232-1969

REQUIRED MATERIALS: Winning in the Market Place, Thompson, Gamble & Strickland, 1st ed.
Other material appropriate to the course will be placed on library reserve or handed out in class at appropriate points throughout the semester.

TESTING/GRADING PROCEDURE

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>2 Exams</td>
<td>100</td>
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<tr>
<td>Participation</td>
<td>40</td>
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<tr>
<td>Presentation Evaluation</td>
<td>10</td>
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<tr>
<td>Study Questions</td>
<td>10</td>
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<tr>
<td>Case Studies (Group)</td>
<td>40</td>
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<tr>
<td>Case Studies Evaluations and</td>
<td>5</td>
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<td>Outside Articles</td>
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Group Case Studies have to be presented to the class using PowerPoint.
Case Study Evaluations include issues, the strategy & support for the case presented with three questions to ask the presenters. These case study evaluations have to be typed (NO EXCEPTIONS). If the individual is not in class during the presentation no points are permitted for the evaluation. Participation in class is required for a total of 30 points. Students are expected to ask questions and discuss. During the class discussion the instructor acts more as moderator rather than a lecturer, guiding the discussion and calling on students for their opinions.

Study Questions are due one week prior to the test announced in class to receive the 10 points and all study questions must be completed for the ten points. Peer evaluations are given and these valuations can reduce your grade.

The material in the course introduces the student to today’s rapidly changing environment, generates a manager’s perspective on developing and identifying mission statements, an industry analysis, SWOT analysis, issues, strategies and support for the strategy per the outline attached to this syllabus.
**GRADING:**
Students will generally be graded according to the following scale. The instructor reserves the right, however, to alter the grading scale when assigning final grades for the course. Testing requires an identification number

- A  90% and above
- B  80% through 89%
- C  70% through 79%
- D  60% through 69%
- F Below 60%

The instructor reserves the right to present and discuss concepts not included in the text.

**FINAL GRADES:**
Due to the Privacy Act, grades will not be posted in the Department of Business. The Department Secretary and Assistants will not be permitted to disclose grades.

**MAKE-UP POLICIES:**
An hourly examination may be made up if the student can demonstrate reasonable cause for missing the examination. However, the make-up exam's may be given at the end of the course during the week of finals. In the event that the instructor is not pre-notified permission to take a make-up exam may not be granted. However, grades on make-up exams will count no higher than other exam grades. No make-up exams will be permitted on the final examination and no incompletes will be allowed.

**POLICIES REGARDING PAPERS:**
All papers and homework must be typed and bear a specific due date and students are expected to meet that deadline to receive credit. Each student, however, is supposed to do his or her own work. In the event that the instructor determines that independent work was not performed, the instructor reserves the right to deprive the student of credit for that paper.

**COURSE OBJECTIVES:**
1. The student should gain a thorough understanding & knowledge of the strategic management model.
2. The course provides the student with the foundation for understanding and analyzing cases to enable the student to develop competitive strategies for actual companies.
3. The course provides the student strategic analysis for forecasting on an industry, national, global, and international basis.
4. The student should gain an understanding on how to develop strategies by considering the information technology, structure, leadership, culture, reward systems, action plans, tactics, & continuous employee empowerment & improvement.
5. Higher level critical thinking is a prime objective of this course along with developing better organizational ability and writing skills. Perspectives in the areas of ethics, diversity, globalization, teamwork, interpersonal leadership skills, public speaking, and research methods are also important aspects of the course.
HANDICAP STUDENTS:
"Any student in this course who has a disability that prevents the fullest expression of abilities should contact me as soon as possible so that we can discuss class requirements & accommodations."

CLASS ATTENDANCE:
Students must recognize class attendance and participation is necessary to develop the critical thinking skills required for this course. Students that do not participate in the group work will be denied the group points for the group case study. In the event the student has a reasonable excuse he/she will be allowed to do a makeup case study that will also be presented to the class.