BUSI 4940
Business Policy
Maymester 2018
Course Syllabus

Instructor
Dr. Gaffney
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Office hours: By Appointment

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Office hours: 1-2pm

Section 001: Meets Mondays through Thursdays 8am to 11:50am in BLB 170.

COURSE DESCRIPTION AND OVERALL GOAL:
Business Policy (BUSI 4940) is a capstone course that focuses on strategic management integrating the functional areas of business administration into a realistic approach to business problems.

Prerequisites: Completion of all other business foundation courses with a grade of C or better and senior standing. It is to be taken during the last term/semester of course work.

REQUIRED COURSE MATERIALS:
ISBN-13: 978 -0470937389 (1st Edition; E-text is fine)

ANNOUNCEMENTS AND COMMUNICATION:
The Announcements section (in Blackboard) provides official bulletins and announcements by the instructor. Since the Announcements section is an "official site" within Blackboard and part of the course, you are responsible for knowing the information there.

Emails to the class will be sent through Blackboard. If you would prefer to get communications from this course sent to a different email address than your UNT account, please change your email address in the Blackboard system. To change your address, you click on the "My Institution" tab within Blackboard. On the left-hand side of the page there will be a list of tools. Click on the personal information link and edit your email address.
COURSE OBJECTIVES:
This course is designed to help you achieve four major objectives:

1. Integrate knowledge and skills acquired in the business foundation courses
2. Work collaboratively with a multidisciplinary team
3. Apply a holistic and integrated approach to analyze real world business situations and offer recommendations for strategic adjustments
4. Develop and refine critical thinking, business writing, and presentation skills

PERFORMANCE EVALUATION AND GRADING:
Your grade in this course will be determined by your performance on individual assignments, examinations and your participation in team-specific activities. The point distribution will be as follows:

1. Individual Assignments and Exams (600 points)
   a. In-Class Quizzes – 100 points
   b. Individual Assignment – 200 points
   c. Exams – 300 points (2 worth 150 points each)
2. Team Project (400 points)
   a. Team Charter – 25 points
   b. Team Project Part 1 – 150 points
   c. Team Project Part 2 – 150 points
   d. Presentation – 75 points
3. Undergraduate Business Foundation Assessment – up to 10 points of extra credit

Total: 1000 points

****Please note: More than two absences will result in a letter grade reduction for the course.****

Letter Grade Equivalent
A (90% to 100% of points)
B (80% to 89.9% of points)
C (70% to 79.9% of points)
D (60% to 69.9% of points)
F (59.9% or below of points)

Note: Students should not expect a curve or other extra credit opportunities.

METHOD OF INSTRUCTION:
Classes in the course will be conducted using discussions, exercises, articles and assignments. Classroom discussions will be used to elaborate on and extend the content of the readings, developing conceptual ideas and applying them to business situations. Teams will be formed early in the semester. Each team will work on an integrative business case.

IMPORTANT! You are expected to read and analyze course materials BEFORE attending the class in which they will be covered.
Individual Assignments and Exams (600 points)

Quizzes: Each student will complete five in-class quizzes on material covered that day. Each quiz is worth 20 points (100 total points).

Individual Assignment: Each student will complete an individual exercise using tools and concepts covered in the course and outside research through the UNT library. The assignment is worth 200 points.

Exams: There will be two multiple-choice exams designed to assess your understanding of key concepts and material covered in the course. Each exam is worth 150 points (300 total points).

Undergraduate Business Foundation Assessment: Each student will complete an assessment on material covered in all Business Foundation Courses previously taken during their undergraduate curriculum. The assessment is administered through Blackboard and is required by the college. The assessment is worth up to 10 extra credit points depending on individual performance.

Team Project (400 points)

Teams will apply concepts and tools covered during the course to a publicly traded company. Teams will submit a team charter, two written reports, and participate in a presentation.

Team Charter: Each team will submit a team charter. Guidelines will be provided via Blackboard. This is worth 25 points.

Team Project: Teams will follow the guidelines offered in the Blackboard class website when creating each part of their team report. Each part is worth 150 points (300 total points).

Team Presentation: Detailed instructions for the presentation and the grading rubric will be provided via Blackboard. Team presentations will be limited to 15 minutes, with about 10 minutes of Q&A after. All presentations should be targeted towards the senior leadership of the subject company. Grades will be based on two criteria: (1) the content of the presentation and (2) the quality of the presentation. The presentation is worth 75 points.

INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES: Your involvement and interaction in team activities will be evaluated by your peers. It will be based on their assessment of a) your ability to foster team spirit and display initiative while working on the project; b) your attendance at scheduled meetings (face-to-face or virtual), and c) your participation in group discussions, completion of assigned work and contribution to project completion. Based on the grade awarded by your peers, you will either receive the full points associated with the team grade on the relevant part(s) of the team assignments or only a portion of the points. NOTE: Any team member may request that the instructor arbitrate team ratings. If arbitration is requested, and conducted, the decision of the instructor will be final.

SUNDOWN POLICY: You have three days (from the date a grade is posted) to inquire about, and to appeal your grade on an exam, assignment, or presentation, after which no appeals will be entertained. Please check your grades routinely!

BLACKBOARD: This course will make extensive use of the web through Blackboard. It is your responsibility to keep up with material, instructions, announcements, e-mails, and grade postings that will be made available to you throughout the semester on Blackboard. As a rule, assignments are turned in electronically through drop boxes created by your instructor in Blackboard.
ACADEMIC DISHONESTY: Students caught cheating or plagiarizing will receive a "0" for that assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

UNACCEPTABLE STUDENT BEHAVIOR: Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

ACCESS TO INFORMATION – EAGLE CONNECT: Your access point for business and academic services at UNT occurs within the my.unt.edu site (http://www.my.unt.edu). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: http://eagleconnect.unt.edu/

ADA STATEMENT: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the Office of Disability Accommodation website at http://disability.unt.edu. You may also contact them by phone at (940) 565-4323.
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<th>Week</th>
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| 1    | 1     | 5/14  | **Class Discussion:** Class Overview and Structure; Chapter 01 – What Is Business Strategy; Individual Expectations; Team Project Expectations  
**Class Activity:** Team membership and seating assignments; Team Charter Exercise |
| 1    | 2     | 5/15  | **Class Discussion:** Chapter 02 – Analysis of the External Environment; Chapter 11 – Competitive Strategy  
**Class Activity:** Quiz 1 – Chp 2 & 11; Team Meetings  
**Due:** Individual Business Foundation Assessment completed in Blackboard by the end of day |
| 2    | 3     | 5/16  | **Class Discussion:** Chapter 03 – Internal Analysis and Competitive Advantage; Chapter 04 – Cost Advantage; Chapter 05 – Differentiation Strategy  
**Class Activity:** Quiz 2 – Chp 3, 4 & 5; Team Meetings |
| 3    | 4     | 5/17  | **Exam 1:** Chapters 1 through 5, and 11  
**Class Activity:** Team Meetings |
| 2    | 5     | 5/21  | **Due:** Team Project Part 1 (Submitted via Blackboard by Sunday, May 20th end of day)  
**Class Discussion:** Chapter 06 – Corporate Strategy; Chapter 07 – Vertical Integration and Outsourcing  
**Class Activity:** Quiz 3 – Chp 6 & 7; Team Meetings; Collective Peer Evaluation |
| 6    | 6     | 5/22  | **Class Discussion:** Chapter 08 – Strategic Alliances; Chapter 10 – Innovative Strategies That Change the Nature of Competition  
**Class Activity:** Quiz 4 – Chp 8 & 10; Team Meetings |
| 7    | 7     | 5/23  | **Class Discussion:** Chapter 12 – Implementing Strategy; Chapter 13 – Corporate Governance and Ethics  
**Class Activity:** Quiz 5 – Chp 12 & 13; Team Meetings |
| 8    | 8     | 5/24  | **Exam 2:** Chapters 6, 7, 8, 10, 12, and 13  
**Class Activity:** Team Meetings |
| 3    | 9     | 5/28  | Memorial Day No Class |
| 10   | 9     | 5/29  | **Due:** Team Project Part 2 (Submitted via Blackboard by Monday, May 28th end of day)  
**Class Activity:** Team Meetings; Collective Peer Evaluation |
| 11   | 10    | 5/30  | **Due:** Team Presentation (Submitted via Blackboard by Tuesday, May 29th end of day)  
**Class Activity:** Team Presentations (Schedule TBD) |
| 12   | 11    | 5/31  | **Due:** Individual Assignment (Submitted via Blackboard by Wednesday, May 30th end of day)  
**Class Activity:** Individual Assignment Review; Bring copy of Individual Assignment to class for the exercise |

Dates and topics are subject to change: While I do not plan to deviate from the above schedule, unforeseen events may require adjustments.