BUSI 4940
Business Policy
Fall 2017
Course Syllabus

Instructor
Dr. Gaffney
Office: BLB 385B
(Nolan.Gaffney@unt.edu) Office hours: By Appointment

Academic Assistant
Victor Chen
Office: BLB 002
(VictorChen2@my.unt.edu) Office hours: Mondays 1-4pm and by appointment

Section 002: Meets Mondays 9am to 11:50am in BLB 180.

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:
Special Edition E-Text and Wiley Plus combination for UNT (should cost $65)

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 (750 points)
   a. Individual Assignments – 300 points (2 worth 150 points each)
   b. Exams – 450 points (3 worth 150 points each) *The comprehensive exam is optional for members of teams that advance to Round 2 of the Case Competition

2. Team Project (250 points)
   a. Team Charter – 10 points
   b. Team Project Progress Report – 15 points
   c. Team Project Report – 150 points
   d. Case Competition Presentation – 75 points

3. Undergraduate Business Foundation Assessment – up to 10 points of extra credit

Total: 1000 points (or 850 for members of teams that advance to Round 2 of the Case Competition)

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 (750 points)

Individual Assignments: Each student will complete two individual exercises using tools and concepts covered in the course and outside research through the UNT library. The first assignment will focus on conducting an analysis of the external environment of a firm. The second assignment will focus on conducting an analysis of the firm itself. Each assignment is worth 150 points (300 total points).

Exams: There will be three multiple-choice exams designed to assess your understanding of key concepts and material covered in the course. Each exam is worth 150 points (450 total points). Members of teams that advance past the first round of the case competition have the option to not take the comprehensive exam and have their class grade determined based on their accumulated points in the course divided by 850 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 (250 points)

Teams will apply concepts and tools covered during the course to a “live” case. Teams will submit a team charter, a progress report, a final report, and participate in the integrated case competition. Teams will have at least one scheduled meeting with the instructional team during the term to check on progress.

Team Charter: Each team will submit a team charter. Guidelines will be provided via Blackboard. This is worth 10 points.

Team Project Progress Report: Each team will submit evidence of progress on the team project and a list of three questions for the Q&A event with the live case company. Guidelines will be provided via Blackboard. This is worth 15 points.

Team Project Report: Teams will follow the guidelines offered in the Blackboard class website when creating their report. The final product is worth 150 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 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.

Integrated Case Competition

All teams in the class will compete in the Integrated Business Case Competition. The first round of the case competition will take place during class time in Week 13 and will involve the graded presentation. Roughly the top half of teams chosen by the judges will advance to the second round of the case competition in Week 14 to present to panels of company judges. Finalists will be chosen by the judges to advance to the final round of the case competition (Saturday after Week 14) to present their work to top leaders of the case company. These finalists will compete for sizable cash prizes and recognition.

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 one week (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. The purpose is to resolve any issue during the term and not wait until the last week of the term. Please check your grades every week!

**POLICY FOR MAKE-UP EXAMS:** If you miss an individual assignment or exam for justifiable reasons (e.g., hospitalization, contagious disease, religious holiday, death in the family), and would like to take a make-up exam, you must provide the instructor with evidence of the occurrence. All make-up examinations will be held during the final exam period.

**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](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.
**Schedule of Events**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Class Schedule</th>
</tr>
</thead>
</table>
| 1    | 8/28  | **Class Discussion:** Class Overview and Structure; Chapter 01 – What Is Business Strategy?  
**Assignment:** Business Foundation Assessment (administered through Blackboard) and Individual Assignment #1 – Analyzing the External Environment |
| 2    | 9/4   | **No Class for Observation of Labor Day** |
| 3    | 9/11  | **Due:** Business Foundation Assessment (administered through Blackboard)  
**Class Discussion:** Chapter 02 – Analysis of the External Environment; Chapter 11 – Competitive Strategy  
**Class Activity:** Team membership and seating assignments; Team Meetings |
| 4    | 9/18  | **Due:** Individual Assignment #1 (Submitted via Blackboard)  
**Class Discussion:** Chapter 03 – Internal Analysis and Competitive Advantage; Chapter 04 – Cost Advantage; Chapter 05 – Differentiation Strategy  
**Assignment:** Individual Assignment #2 – Analyzing the Internal Environment |
| 5    | 9/25  | **Exam 1:** Chapters 1 through 5, 11  
**Class Discussion:** Chapter 06 – Corporate Strategy; Chapter 07 – Vertical Integration and Outsourcing |
| 6    | 10/2  | **Class Discussion:** Chapter 08 – Strategic Alliances; Chapter 10 – Innovative Strategies That Change the Nature of Competition |
| 7    | 10/9  | **Due:** Individual Assignment #2 (Submitted via Blackboard)  
**Class Discussion:** Chapter 12 – Implementing Strategy; Chapter 13 – Corporate Governance and Ethics  
**Assignment:** Team Project |
| 8    | 10/16 | **Exam 2:** Chapters 6, 7, 8, 10, 12, and 13  
**Class Activity:** Team Meetings with Instructional Team |
| 9    | 10/23 | **Due:** Team Charter (Submitted via Blackboard)  
**Class Activity:** Team Meetings with Instructional Team |
| 10   | 10/30 | **Due:** Team Project Progress Report (Submitted via Blackboard)  
**Class Activity:** Team Meetings  
**Friday 11/3**  
**Q&A Event:** “Interview with the Company” |
| 11   | 11/6  | **Class Activity:** Team Meetings |
| 12   | 11/13 | **Due:** Team Project Report (Submitted via Blackboard)  
**Class Activity:** Team Meetings |
| 13   | 11/20 | **Due:** Team Presentation (Submitted via Blackboard)  
**Class Activity:** Round 1 of the Case Competition (Presentation Schedule TBA) |
| 14   | 11/27 | **Class Activity:** Round 2 of the Case Competition (Presentation Schedule TBA)  
**Saturday 12/2**  
**Final Round of the Case Competition** (Presentation Schedule TBA)  
Location: BLB Dean’s Boardroom |
| 15   | 12/4  | **Comprehensive Exam** *Optional for members of teams that advance to Round 2 of the Case Competition* |
| 16   | 12/11 | Make-ups (if eligible) |

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