Faculty Senate Curriculum Committee

Approval Form

Proposal Title: Course Revision "Business Policy"

Sponsor(s): Thomas A. Michael
Robert D. Lynch

Dept.: School of Business Admin.

Check one: ☑️ Course
☐ Specialization
☐ Concentration
☐ Achievement Certificate
☐ Certification Program
☐ Major Program
☐ Minor Change

(please name: deletion or credit/title/catalog change)

☐ Undergraduate
☐ Graduate

Credit Hours

Step 1 (Department)

☑️ Approved 11/14/85
☐ Not Approved

☐ Reviewed Date

Step 2 (Receipt)

SCC# 85 86 40
Proposal Received 11/13/85

Step 3 (School CC)

☑️ Approved 11/14/85
☐ Not Approved

Comments:

Step 4 (Academic Dean)

Comments:

Readied Date

Step 5 (SCC)

Open Hearing Date ☑️ Approved by Senate Curriculum Committee Date

☐ Returned to sponsor(s) for the following reasons:

Step 6 (Faculty Senate)

☑️ Approved ☐ Not Approved

Presented to Faculty Senate: Date

Notification to Vice-President Academic Affairs 11/13/82

Signature, SCC Chairperson
Step 7 (Vice-President for Academic Affairs)

Received 2/13/84

If no, reasons are as follows:

Student credit hours 3
Faculty load hours 3
Equalized credit hours 3

Same as BUS. MGT 519 (old course)

Official copy and approval sheet filed Date

Signature

Vice-President for Academic Affairs

Registrar

Approved course description received Date

Hegis Taxonomy and Course Number assigned

Signature Registrar Date

Notification forwarded: Senate Curriculum Committee Chairperson, Department Chairperson(s), Academic Dean(s), Registrar, Sponsor(s).

TRANSMITTAL 4/15/84
1. **Background Details**
   a. **Course Title:** Business Policy
   b. **Sponsors:** Thomas A. Michael & Robert D. Lynch  
      School of Business Administration
   c. **Level:** Senior Level Undergraduate (400 level)  3 s.h.
   d. **Curricular Effect:** Required Capstone Course for all  
      Business Majors. Replaces Business Management  
      Simulation
   e. **Prerequisite:** Senior standing as Business Administration  
      Major
   f. **Adequacy of Present Staff/Resource:** Dr. Michael and Dr.  
      Lynch have been teaching the present course with the  
      aid of one adjunct faculty member (who teaches every  
      other semester). The present course is required of  
      all management and marketing majors. Next year it  
      will also be required of all accounting and finance  
      majors. Plans have already been made to take care  
      of this increase in enrollment.

2. **Rationale**

   The School of Business Administration has adopted a goal of  
   accreditation by the American Assembly of Collegiate Schools of  
   Business. One standard of the AACSB is that there should be courses  
   which provide "a study of administrative processes under conditions of  
   uncertainty including integrating analysis and policy determination at  
   the overall management level."

   It is proposed that the present Business Management Simulation be  
   revised to comply more systematically with that standard.

   The present course is designed to integrate various specialized  
   areas by requiring students to analyze and make decisions in the  
   environment of a computer-processed management simulation and thorough  
   analysis of in-depth case studies. The present emphasis is upon the  
   simulation game, with just two cases for students to prepare and  
   discuss.

   The proposed course will place greater emphasis upon a systematic  
   discussion of strategy and policy issues facing the general management  
   of a firm. This will be accomplished through the use of the case study  
   discussion method. At the same time, students will have a live  
   continuing "case project" in the simulation game. Adjustments to the  
   conduct of the game will be made.

   At present, the game is played through twelve decision periods (the  
   equivalent of three years in the life of the organization). In  
   addition, students are required to submit detailed stockholders reports  
   and a final oral report. There are also two examinations. All of these  
   will be adjusted in order to make room for the discussion of six to  
   eight cases.
3. **Essence of the Course**

   a. Objectives in relation to student outcomes: As a result of this course students will
      1. be able to pull together what they have learned in separate disciplines to analyze complex business problems
      2. understand decision making under conditions of risk and uncertainty
      3. relate strategy and policy formation to operations
      4. be able to discuss critically proposed solutions of complex business problems

   b. The topical outline of the course is as follows:
      1. Introduction to Basic Aspects of Strategic Management Processes.
         A. Relationship of Strategic Management to Mission, Policies, Organization, and Management
         B. Introduction to Simulation Game and relationship to the course objectives
         C. Introduction to the case study method
      2. Processes and Approaches to Planning and the Planning Process.
      3. Identification and Development of Strategic Alternatives
      4. Selecting and Deciding on Strategy
      5. Organizational Structure and Implementing Strategies
      8. Evaluation and Control Processes
      9. Social Responsibility, Ethics, and Personal Values of Management

   c. Evaluation and grading of students: Students will be evaluated on the following activities:
      1. Individual examinations which will test skill in their use of the tools of analysis
      2. Evaluation of individual efforts in written case studies and in classroom presentation and discussion of case studies
      3. Group achievement in the simulation. Team standings will be developed and teams graded on comparative standings.
      4. Written team reports such as stockholders reports.
d. Course evaluation: The School of Business Administration periodically reviews its offerings to comply with the academic review procedure in which all departments must participate. In addition, the program is planning to seek accreditation by the AACSB, and periodically engages outside consultants to evaluate course offerings. Finally, the instructors administer the AAUP instrument for student evaluation of both teaching and course effectiveness.

4. Results of Consultation

In addition to an examination of the standards published by the American Assembly of Collegiate Schools of Business, the following schools of business were contacted regarding their courses in business policy and course syllabi were obtained:

- Temple University
- Drexel University
- Fordham University
- LaSalle University
- St. Josephs University
- Rutgers University Camden

The topical outline in this proposal has been found to be standard for business policy courses. The use of a business simulation in the policy course is less usual, but three of the schools listed above do include a simulation game as part of the course. The course content and methods were also discussed with Dr. Larry Short, Chair of Management at Drake University, and his suggestions have been incorporated in the proposal.
5. Catalogue Description

This capstone course in business policy will give students an opportunity to pull together what they have learned in separate business fields and use this knowledge in the analysis of complex business problems. There will be emphasis on the skills in identifying, analyzing, and solving problems which are not pre-judged as being marketing problems, finance problems, etc. Students will be encouraged to consider issues from the viewpoint of general management rather than as a functional specialist or researcher.

Prerequisites: Senior Standing as Business Administration Major