

Faculty Senate Curriculum Committee

Approval Form

Proposal Title: Course Revision "Business Policy"

Sponsor(s): Thomas A. Michael Dept.: School of Business Admin.
Robert D. Lynch

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

<p>Step 1 (Department)</p> <p><input checked="" type="checkbox"/> Approved <u>11/14/85</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>[Signature]</u> Dept. CC Chairperson</p> <p><input type="checkbox"/> Reviewed _____ Date</p> <p><u>[Signature]</u> Chairperson, Dept.</p>	<p>Step 2 (Receipt)</p> <p>SCC# <u>85-86-40</u></p> <p>Proposal Received <u>11/15/85</u> Date</p> <p><u>Brenda A. Bolay</u> Chairperson, SCC</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>11/14/85</u> Date</p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p><u>[Signature]</u> Chairperson, School Curr. Comm.</p>
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Step 4 (Academic Dean) **Comments:**

Reviewed _____
Date

Signature, Dean of School

Step 5 (SCC)

Open Hearing _____
Date

Approved by Senate Curriculum Committee _____
Date

Returned to sponsor(s) for the following reasons:

Step 6 (Faculty Senate)

Presented to Faculty Senate : _____
Date

Approved Not Approved

Notification to Vice-President Academic Affairs 2/13/86
Date

Brenda A. Bolay
Signature, SCC Chairperson

Step 7 (Vice-President for Academic Affairs)

Received 2/13/84
Date

Approved Yes No

If no, reasons are as follows:

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

SAME AS BUS. MGT. SIM. (60 COURSE)

Official copy and approval sheet filed _____
Date

Signature *[Handwritten 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

SCHOOL OF BUSINESS ADMINISTRATION COURSE REVISION

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
 - 6. Management Processes: Budgeting and Functional Strategies
 - 7. Management Processes: Leadership and Motivation
 - 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