GENBUS 450
BUSINESS POLICIES & STRATEGIC MANAGEMENT – Spring 2016

Instructor: Betti Newburn BSN, MBA – TM, CGBP
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Class Days, Time and Location Monday & Wednesday 1:30 – 2:45
Room 1209 MBEB January 11 , 2016 – April 29, 2016

Office hours: Before class by appointment only.


Current business readings from Fortune, Bloomberg Businessweek, Entrepreneur, Forbes or Inc. may be assigned. The Wall Street Journal, Financial Times and the Economist are highly recommended reading for business leaders (and students striving to become business leaders).

Course Description: GENBUS 450 BUSINESS POLICIES. To develop analytical, problem-solving, and decision-making skills in situations dealing with complex organizations, with the ultimate objective of formulating policies and strategies, both domestic and worldwide. To build upon and integrate the knowledge and methods acquired to examine all functional areas of the organization.

PREREQ: MBA 531, MBA 540, MBA 542

Note: This syllabus is subject to change based on the needs of the class.
Specifically, students will learn or practice the following COBE Core Curriculum concepts, methods and skills:

1.0 Understand and apply analytical and disciplinary concepts and methods related to business and economics

- 1.1. Accounting
- 1.2. Business Policy and Strategy
- 1.3. Economics
- 1.4. Finance
- 1.6. International environment of business
- 1.7. Legal environment of business
- 1.8. Management
- 1.9. Marketing
- 1.10. Supply Chain Management

2.0 Communicate effectively.

- 2.1. Write messages and documents that are clear, concise and compelling.
- 2.2 Give oral presentations that use effective content, organization, and delivery

3.0 Problem Solving

- 3.1. Solve problems, including instructional problems, related to business and economics.

4.0 Teamwork

- 4.1 Use effective teamwork and collaborations skills
- 4.2 Evaluate teammates and personal contribution to successful achievement of assigned projects and presentations.

5.0 Demonstrate appropriate principles of responsible business practices.

- 5.1 Resolve issues related to CSR and ethical dilemmas
- 5.2 Resolve issues related to leadership responsibility (Corporate Governance)
- 5.3 Resolve issues related to environmental responsibility/sustainability
- 5.4 Resolve issues related to cultural responsibilities

Course Objectives are listed at the beginning of each Chapter.

The following table, per Boise State University policy, outlines the grading scheme:

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<th>Grade</th>
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Note: This syllabus is subject to change based on the needs of the class.
**In---class Participation:** Generally, this portion of your grade will reflect your contribution to the discussions in class, your attendance, the participation that you provide to your fellow class members during their oral presentations, and your peer evaluations. If you are not present in the classroom, you cannot participate. The participation component of your grade is based on the quantity and, more importantly, the quality of your participation. High quality participation includes responding clearly and articulately to questions, volunteering relevant perspectives that engage others, showing respect to others, asking for clarification regarding read/discussed concepts, being concise, and avoiding distracting behaviors (such as noise from electronic devices, comments that are disrespectful to others, and chatting about topics unrelated to class). *Please note that attending 100% of class sessions does not alone indicate a grade of 100% on the participation component of your grade.*

**Case Study:** Assigned case studies per team will be analyzed per format which will be provided in class. The cases are at the end of the text. In-class discussion forums for each case study or company are integral to the course. You will be expected to know current status and issues in addition to what is covered in the case itself. Dividing the case amongst team members will be the most efficient means of analyzing and presenting your findings. It is imperative to a successful presentation that each person be fully informed and that it comes across as a “company” report, not fragmented.

Preparation for each class will require careful reading of the case or company, analysis of the facts – both qualitative and quantitative – as presented in the case or company, and the formation of a position or recommendation on how the firm or firms in the case, as an illustration, might address their opportunities and challenges. Although only one group presents each case/company, all students should come prepared, having familiarized themselves the companies and prepared questions to ask the presenting team.

As referred to above, everything you do in class is a measure of the value you add to the class. Positive criteria includes attendance, being actively engaged in the lecture and/or class discussions, reading the assignments, asking relevant and thoughtful questions, responding appropriately when asked questions by the instructor, having meaningful questions prepared for the Q&A sessions, and initiating meaningful queries that lead to important class discussion.

There will be many guests who will bring real world perspectives. They will present for ~50 minutes and then open the floor to questions. Come prepared to ask questions related to the objectives for the week, as listed at the beginning of each chapter. I encourage you to take maximum advantage of the opportunity to get inside the mind of the strategists.

Negative criteria includes walking late into class after the instructor has started the session, multitasking by texting, e-mailing or reading your e-mails, reading other sites on the internet that have nothing to do with the class, going in and out of class during the class session, chatting with your neighbor while the instructor is talking, and leaving class early. The short message about the importance of class participation is as follows: Attendance is one required aspect of adding value to the class. You must engage in multiple other ways and your value-added contributions must be self-evidence. Attendance is taken on a regular basis.

**Quizzes / Exams / Paper/ Presentation:** There will be four quizzes. The Final Product will be a written strategic analysis of your selected company and presentation to investors requesting funding.

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or to the board outlining current issues and recommendations, as determined necessary to achieve
your strategic goals. The purpose of these exams is to assess both the level of preparation students
are giving and the degree to which students comprehend the course material.

**COBE Assessment** is an online assessment that addresses your level of comprehension and
retention of various business topics that you have learned throughout your COBE experience; the
COBE assessment replaces a mid-term exam. The results will contribute 5% towards your grade in
this class. Partial attempts receive 0 points. I will review each student’s total grade and responses to
each question to verify that she/he gave a good faith effort.

**General Instructions for Writing Assignments:** Your short writing assignments and major team
project are due at the end of the class period (5:00 PM) they are listed on the schedule and should be
turned in via SafeAssignment on Blackboard. One member must turn in the assignment for each
team. Meeting timely deadlines is a component of performance in the business environment. Late
assignments, including those turned in after the 5:00 on the due date, are subject to a 15% penalty
each calendar day (or portion of a calendar day) late up to 3 days late. If an assignment is turned in
more than 3 days late, it will not be graded, thus receiving a zero.

Please assume personal responsibility for managing printer or other technology problems, travel, or
other challenges you may encounter. If you know you are going to be absent and email me at
bettinewburn@boisestate.edu before you miss class explaining your reason for missing class. Any
relevant rubrics and assignment documents are distributed via Blackboard.

**Major Team Project: A Major Paper on a Selected Company or Other Legal Entity:**
Participation in a major Team Project is a requirement of this course. All students in the class are
part of a team. The assignment involves a business enterprises, or company, or other legal entity
such as non-profit organizations that operate with a “business-model- type” of strategic format.
More details about the Team Project Assignment appear on Blackboard via a separate document.
More details will be presented in class during the first couple of weeks of the semester.

**Writing Format:** Clear and effective communication is a critical component of success in your
personal life, undergraduate program, and professional career. Good ideas that are not
communicated clearly, accurately, and succinctly, are often wasted ideas. Please follow the COBE
Writing Styles Guide (WSG) for this course. See latest edition at:
http://cobe.boisestate.edu/students/files/2015/08/COBE-WritingStylesGuide/APA-6th-
Edition_August-2015-Edition.pdf. The WSG lays out basic writing standards that are used in many
courses in COBE. Be aware that at least 15% of your grade for any writing assignment in this class
will be based on meeting the standards in the WSG plus any specific amendments related to writing
styles and formatting that I give you.

Assignments must be submitted as MSWORD documents. –**no .pdf documents will be
accepted.** Rubrics **MUST** be included at the end of the document. Rubrics will be posted on BB
for each written assignment.

Business students are expected to be proficient with MSOffice products whether using a Mac or
Windows device. Use the tools and do not manually format things like Reference page sources,
spacing, paragraph indents and page breaks. Learn to use tools correctly.

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COBE Assessment Exam

The COBE assessment exam consists of 99-125 multiple-choice questions drawn from each of the courses that comprise the COBE Core Curriculum courses.

Capstone students are required to complete the COBE Assessment. The COBE Assessment must be completed at the campus testing center for Boise campus students, or online as a separate Blackboard course site.

COBE Assessment Case Report

A comprehensive business case asks for analysis using the concepts and frameworks from multiple business and economics course in the COBE core curriculum. Details of the assignment are provided in the coursework.

More about this requirement as the time approaches.

Possible Extra Credit:

Current Business Strategies Report: In order to bring current examples of strategic issues and problems into the class discussion, each student has the opportunity to present on a current and relevant business strategies article in the print or digital media. The presentation, or report, should be from material read and reviewed within the scope of the current semester. The article(s) should highlight the strategic issues facing a particular firm or industry and the specific topics of this course.

Your oral report should include the following points:
1. A very brief review of the key facts of the story.
2. Identification and explanation of the key course concepts, tools, topics that this report relates to.
3. Your analysis/evaluation of the effectiveness of this firm’s strategy with respect to the relevant topic.

You will also turn in a typed, one-half to one-page summary of your report. Be sure to attach a copy of the article and any other materials from which the report is drawn. You should be prepared to present, not read, a summary of your report if called upon to do so in class. You need to be precise and keep your comments to a 3 to 4 minute range. This assignment is for extra-credit only, and you may do up to three such presentations during the semester. Each report would be worth up to three (3) raw points. To receive full-credit, you must present in class, followed by a brief Q&A discussion. Extra credit can take you as high as an A- but other performance will be required for an A.

Written summaries, not orally presented in class, are not acceptable for full credit; partial credit may be rewarded based on merits of the written summary. Limit of Current Business Strategies Reports: 1 to 3 per week at the discretion of the instructor. Notify me at the beginning of the class. If there are more than 3 presentations requested it will be first come first served but you may submit your written report for credit, if not presenting. If time permits, extra presentations may be done at the end of the session.

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General Policies: Boise State University’s Disability Resource Center Statement: Students with disabilities needing accommodations to fully participate in this class should contact the Disability Resource Center (DRC). All accommodations MUST be approved through the DRC. Please stop by our offices located inside the Lincoln Garage, right across from the Student Union Building or call 208-426-1583 to make an appointment with a disability coordinator. To learn more about the accommodation process, visit our website at http://drc.boisestate.edu.

Boise State University’s Academic Honesty Policy: All students are required to adhere to Boise State University’s Code of Conduct on academic dishonesty. Assignments that you submit must be your original work and cannot be used in other courses. Nor can you use significant portions of assignments completed for another course in this course. All work that you submit must show your own ideas and current understanding. Assignments you submit must be original and developed by you. You are welcome to get ideas from other sources; however, you must interpret such ideas significantly and cite your sources. Anything copied from another source must be indicated by appropriate quotation notations. Please refer to Student Code of Conduct Articles 2, 4, and 6 on Academic Dishonesty, Cheating, Classroom Misconduct, and Plagiarism.

Office of the Dean of Students: For further information related to student expectations, please see https://deanofstudents.boisestate.edu/ and click on Student Rights and Responsibilities. One of the most important statements in the Student Handbook is the Vision of the University:

As a result of our work, every Boise State student is more self-aware, community oriented and prepared to change the world.

A capstone evaluates whether we have achieved our vision and whether you meet the standards of the University as you move into the world to represent us. Our success is your success, but it takes work on both our parts to achieve what we set out to do when you arrived at Boise State. Let’s make it happen!!!