

Division of Applied Science & Management

BUS 270

Business Policy

3 Credits

Fall, 2020



COURSE OUTLINE

BUS270

BUSINESS POLICY

3 CREDITS

PREPARED BY: Alexander Garcia Muradov, PhD

DATE: August 27, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean, Applied Science and Management

DATE: September 4, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



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BUS270

INSTRUCTOR: Dr. Garcia Muradov

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OFFICE HOURS: By (telephone) appointment

CLASSROOM: N/A (remote course)

TIME: Tuesday + Thursday 1:30pm – 4:00pm

DATES: September 1 – December 8, 2020

COURSE DESCRIPTION

A business policy course is - essentially - a course in general management. The general manager in an organization is responsible for the direction and performance of the entire organization. Among their main tasks are the development of a strategic plan for the organization, the allocation of scarce resources in the face of uncertainty, the integration of the different components of the organization, and the motivation of employees so that the objectives of the organization are met.

General managers exist in both private and public sector organizations, and they are responsible for organizational units that vary in size from large corporations to smaller divisions and individual businesses.

The primary emphasis in this course will be on strategy. An important task for the student - in the role of a general manager - will be to develop various strategies in order to compete successfully with other organizations. Organizational strategy will determine the survival, growth and profitability of the organization as a whole. Strategic management is the process through which strategic decisions are made and implemented.

This policy course is divided into twelve sections, as is the accompanying case book edited by Paul Beamish. The case groupings in the eleventh edition of the Beamish text are somewhat different than the case groupings in earlier editions of the text. The first six sections explore the need for organizational strategy and describe its central place in the organization. The role a general manager plays in the formulation of organizational strategy is also examined. The formulation of individual business and corporate strategies will be examined through the extensive use of case studies.

The final six sections of the course deal more with the implementation of

organizational strategy than its formulation. A key component in this latter section of the course will be the management of organizational change.

PREREQUISITES

Successful completion of Year 1 of the Diploma/Degree
Corporate Finance OR Managerial Accounting

RELATED COURSE REQUIREMENTS

Access to a device with word processing and internet connectivity.

EQUIVALENCY OR TRANSFERABILITY

Course transferability would be determined by the receiving institution.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Demonstrate an understanding of the strategic management process,
- Demonstrate a method for analyzing strategic decisions, and apply it in different circumstances,
- Identify the strengths and weaknesses of organizations and organizational personnel,
- Assess organizational resources to determine if they are adequate to achieve specific objectives,
- Choose among alternative actions, select the means of implementation and recommend a defensible plan of action.
- Develop an appreciation for the political, social, and interpersonal processes occurring within organizations, and understand their impact on strategy formulation, and
- Demonstrate skill in communicating arguments and conclusions in both oral and written form.

COURSE FORMAT

The course will be developed around the case studies. Due to the integrative and judgmental nature of most strategic decisions, it is important that the student develop a systematic approach to case analysis. The cases (and supplementary readings) will provide you with the strategic concepts, as well as a feeling for the details of specific business activities.

ASSESSMENTS

Participation in this course will be a critical component of a student's learning. Students will be expected to apply critical thinking skills and integrate the material they have learned in previous courses and assigned readings to generate, discuss, and assess new ideas in weekly reflections, which will be worth 25% of the final grade

There will be three assignments worth a total of 75% of the final course grade.

1. Presentation: Students will be assigned to present a summary of a discussion topic, which will be worth 25% of the final grade.
2. Group Assignment: Working in assigned groups, students will submit a 6-10 page response to a case study worth 45% of the final grade
3. Reflection Paper: Students will submit a 1-2 page reflection paper, completed individually and worth 5% of the final grade.

EVALUATION

Group Assignment(s)	45%
Presentation(s)	25%
Participation	25%
Final Reflection	5%
Total	100%

REQUIRED TEXTBOOKS AND MATERIAL

None; cases and readings to be assigned.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the

source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the University.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from any Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, they should contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

TOPIC OUTLINE (subject to change)

Session/Date	Topic
Week 1 (Sept 1 + 3)	Introduction to Strategy
Week 2 (Sept 8 + 10)	Colonial and Decolonial Economies
Week 3 (Sept 15 + 17)	Laws and Structures
Week 4 (Sept 22 + 24)	Monetary Systems
Week 5 (Sept 29 + Oct 1)	Case: A New Economy
Week 6 (Oct 6 + 8)	Manufacturing: Distributed and Centralized
Week 7 (Oct 13 + 15)	Manufacturing Conclusions
Week 8 (Oct 20 + 22)	Marketing: The Four P's
Week 9 (Oct 27 + 29)	Marketing Conclusions
Week 10 (Nov 3 + 5)	Network Relations: Employees, Partners, Customers, and Clients
Week 11 (Nov 10 + 12)	Network Conclusions
Week 12 (Nov 17 + 19)	Defining Success: Goals and Purpose
Week 13 (Nov 24 + 26)	Success Conclusions