

MCKENDREE COLLEGE  
LOUISVILLE, KY  
COURSE SYLLABUS  
BUSINESS STRATEGY AND POLICY (W)  
LV MGT/MKT 450  
AUGUST, 2002

INSTRUCTOR: ANNA C. SMITH, B.S., M.A.  
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TEXT: Strategic Management and Business Policy  
7<sup>th</sup>. Ed.  
Thomas I. Whelan and J. David Hunger

COURSE DESCRIPTION/OBJECTIVES:

1. This course will provide students with an understanding of strategic management concepts, research, and theories. The student will develop a better understanding of the present and future environments in which corporations must function.
2. Topics include: Developing a framework of analysis is enable a student to identify central issues and problems in complex, comprehensive cases; to suggest alternative courses of action; and to present well-supported recommendations for future action.
3. Through a series of comprehensive cases, this course will provide a student with an opportunity to apply concepts, skills, and techniques to real-world corporate problems.

ATTENDANCE:

Class meets each Monday, Wednesday, Friday, beginning at 6 p.m. until 9:20 p.m. It is imperative that the student does his/her best to attend all classes. **ATTENDANCE: STUDENTS WHO MISS MORE THAN TWO CLASSES WILL LOSE 5 POINTS PER CLASS.**

Should a student leave class early they cannot make up exercises or quizzes that are performed at the end of class.

GRADES:	Midterm:	75 Points
	Final:	75 Points
	Presentation	100 Points
	Participation, exercises & quizzes =	25 points
	Discussion Board	25 points
	280 – 300	A
	270 – 279	B
	260 – 269	C
	250 – 259	D

STRATEGIC MANAGEMENT AND BUSINESS POLICY SYLLABUS  
AUGUST, 2002.

- 08/02/02 Chapter 14  
Suggestions for Case Analysis  
Chapter 1  
Basic Concepts of Strategic Management  
The study of strategic Management and Business Policy.  
In this class we will discuss the phases, benefits and process of Strategic Management. Global issues are also discussed.
- 08/05/02 Chapter 2  
Corporate Governance and Social Responsibility.  
This chapter focuses on the interactive relationship between business and society. The role of the Board of Directors as well as top management will be discussed.  
Chapter 3  
Environmental Scanning and Industry Analysis  
Environmental Variables and the Identification of External Strategic factors. How industries evolve in order to predict What might happen in their industry. A discussion of the task environment, as well as competitive intelligence and forecasting.
- 08/07/02 Chapter 4  
Internal Scanning: Organizational Analysis  
How to Approach Internal Scanning and Analysis and why a company's sustained competitive advantage is determined primarily by its resources is discussed. The resource based approach to organizational analysis is discussed as well as value-change analysis.  
Chapter 5  
Strategy Formulation: Situation Analysis and Business Situational Analysis, SWOT . Also discussed, are a Corporations Mission and Objectives. Using the TOWS Matrix will also be discussed.

- 08/09/02 Chapter 6  
Strategy Formulation: Corporate Strategy  
This chapter discusses corporate strategy as well as directional strategy. Also discussed are growth strategies. Portfolio Analysis and Corporate Parenting will be covered.
- Chapter 7  
Strategy Formulation: Functional Strategy and Strategic Choice  
Strategies for each functional area, R&D, HR and marketing. Strategies to avoid will be covered. Strategy choice: selection of the best strategy.
- 08/12/02 Chapter 8  
Strategic Implementation: Organizing for Action  
Who implements strategy? What must be done? How is strategy implemented is discussed.  
International Issues in Strategy Implementation are also discussed.
- Chapter 9  
Strategic Implementation: Staffing and directing.  
Selection of managers and management development, as well as, leading are discussed.
- 08/14/02 Chapter 10  
Evaluation and Control  
Measuring Performance. Measure of Corporate performance, of division performance and functional performance will be studied. Problems in measuring performance will be addressed.
- Chapter 11  
Strategic Issues in Managing Technology and Innovation  
Study will include both external and internal scanning. The role of top management and R&D will be discussed. Techniques for measuring the effectiveness of R&D will be suggested.

- 08/16/02 Mid-Term - Blackboard
- 08/19/02 Chapter 12 **-DISCUSSION BOARD**  
Strategic Issues in Entrepreneurial Ventures and Small  
Businesses.  
Issues to be discussed: Importance of Small Business and  
Entrepreneurial Ventures. Use of Strategic Planning and  
Management.
- 08/21/02 Chapter 13 – **DISCUSSION BOARD**  
Strategic Issues in Not-For-Profit Organizations  
The features of a Not-for-Profit Organization, its source of  
income, and how its strategy differentiates from for-profit  
organizations.
- 08/23/02 Presentations**
- 08/26/02 Presentations**
- 8/28/02 FINAL**

McKendree College Book Order Request Form

Course Number MGT/MKT 450 Course Name Business Strategy & Policy

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