Administrative Policy & Strategy

Course Description

Analytical process and methodology for policy-strategy formulation, approached as a multi-level, integrative process. Analysis focused on integration of skills and competencies acquired through the BBA program. Open only to business majors who are in their last semester or within 12 hours of graduation and have completed all other courses in the Business Core.

Learning Objectives

When this course is completed, the student will be able to:

1. Demonstrate the research capabilities and critical thinking necessary to gather and interpret key environmental data.
2. Exhibit the analytical and ethical decision-making skills necessary for dealing with complex strategic planning.
3. Analyze a firm’s mission, including broad statements about its purpose, philosophy, and goals.
4. Assess a firm’s external environment, including the general, industry, and competitive environments.
5. Analyze a firm’s options by matching its internal resources with external environmental factors; suggest alternative courses of action, and present well-supported recommendations for future action.
6. Illustrate the communication and computer skills necessary to make effective individual and team oral and written presentations.

Major Course Requirements

<table>
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<tr>
<th>Requirement</th>
<th>Points</th>
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<tbody>
<tr>
<td>Two Exams</td>
<td>600</td>
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<tr>
<td>Final Project &amp; Presentation</td>
<td>600</td>
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<tr>
<td>Assignments</td>
<td>300</td>
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<tr>
<td>Team Reports</td>
<td>200</td>
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<tr>
<td>Individual Participation</td>
<td>100</td>
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<tr>
<td>Group Participation</td>
<td>100</td>
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<tr>
<td>Major Field Test</td>
<td>100</td>
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| Total                              | 2000   |
Activities and Grading

**Two Exams** (Each Exam worth 300 points)
Two exams are given during the semester. **No makeup tests are given without documented hardship.** Each test will be composed of multiple choice, true-false or essay questions.

**Final Project & Presentation** (600 Points total)
The final project is worth 300 points, and the final presentation is worth 300 points. The final project and presentation is team based. Teams will be organized at the beginning of the semester. The company that your team will be studying will be assigned at the beginning of the semester. The final paper is due at the end of term. The final presentations are scheduled at the end of the course and during finals week.

**Individual Assignments** (300 Points total)
All individual class assignments are worth 300 points in total. Each assignment will be posted to Blackboard and discussed in class.

**Team Reports** (200 Points total)
Each team will be responsible for two team reports. The first team report is due midway through the course and one report will be due immediately before final presentations. Team reports will be discussed in class and the team report formats will be posted to Blackboard.

**Individual Participation** (100 Points)
Individual participation will be assessed by the professor throughout the semester. Class attendance and punctuality will be a factor in assigning this grade. Tardiness, absence, and lack of class participation may result in the loss of some or all of the class contribution points.

**Group Participation** (100 Points)
Team participation will be assessed by your teammates throughout the semester. In addition, all team members will participate in a written assessment at the end of the semester. Lack of team participation may result in the loss of some or all of the group participation points.

**Major Field Test** (100 Points)
All students in the course are required to complete the major field test. There is additional discussion on this test later in this syllabus and on Blackboard.

**Final Grades will be assigned as follows:**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
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<tr>
<td>B</td>
<td>80-89.99%</td>
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<tr>
<td>C</td>
<td>70-79.99%</td>
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<tr>
<td>D</td>
<td>60-69.99%</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
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</tbody>
</table>
Summary of Topical Coverage

Overview of Strategic Management Process 5 hours
External Assessment 3 hours
Internal Organization Analysis 3 hours
Business-Level Strategy & Competitive Dynamics 3 hours
Financial Analysis 4 hours
International Strategies 3 hours
Corporate Strategy; Acquisitions, Mergers 4 hours
Implementation Overview 3 hour
Corporate Governance 3 hours
Entrepreneurship and Innovation 3 hours
Business Research Skills 5 hours
Ethics 3 hours
Exams 3 hours

Total Hours 45 hours

Required Readings


Recommended Readings

The Wall Street Journal (15 week subscription)
FINAL PROJECT PRESENTATIONS

(1) Final project presentations should be **30 minutes in length** for the team’s formal comments. Time for questions and answers after the team’s formal comments do not count against this time limit.

(2) Final project presentations are based on the **current situation** of the company. This means the team should spend time updating the case and analyzing it based on its current situation (This means accessing TAMUCC library facilities and the Internet. A library orientation will be conducted early in the course).

(3) During the presentation, each team member must present part of the presentation.

(4) Employment on teams is **at will**. In other words, team members can be fired by their teammates or by the instructor, in consultation with the team, at any time.

(5) A team grade is awarded for each team assignment, except under exceptional circumstances.

(6) The instructor reserves the right to alter teams, change assignments, and intervene in team affairs at the instructor’s discretion.

(7) Team members will have the opportunity to present feedback to the instructor regarding their own and their teammates’ performance both during and at the end of the course.

(8) Sources should be cited (APA Style) throughout the presentation and paper, particularly where charts are exhibited.

(9) Rough draft submissions of team PPT slides and final projects are strongly encouraged and will be positively rewarded.

(10) Mandatory sources for the case presentations are: Mergent Online for financial data, IbisWorld for industry data, and Value Line for investment information. These sources must be cited in your presentation.

(11) Guidelines for the team’s final paper will be discussed in class.

(11) **Final submission**: One hard copy and one electronic copy via CD-ROM. Final submission includes both PPT slides and the final paper.
Major Field Test

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388, Administrative Policy and Strategy course. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses and to fine-tune their readiness for the MFT by completing the online MFT review available through the COB website at www.cob.tamucc.edu.

Key Success Factors

(1) **Attendance and Participation.** The course requires your active participation for learning to take place. Therefore, attendance and advance preparation are required for each class. Preparation is a lot more than simply reading the assignment or just showing up.

(2) **Professional Standards.** All team members should be dressed in business attire for team presentations. Work that is submitted for review will be evaluated according to current accepted business practice. APA is the de facto standard for all written assignments.

(3) **Teamwork.** Much of your work is based in teams. It is structured that way in order to prepare you for actual business environments, which require interactive, cooperative participation in a wide variety of groups. Full and equal participation is expected from all team members.

(4) **Timeliness.** Making deadlines is critical.

Course Policies

**Attendance/tardiness.** You are expected to attend all classes and to be on time for class. Your individual participation grade is dependent upon being on time and present for all courses. I will be randomly monitoring attendance and tardiness. Please notify the instructor if you have extenuating outside circumstances that I should be aware of.

**Late work and Make-up Exams.** Credit for late work begins at 50% of full credit for the assignment. No makeup exams are given unless adequate documentation is presented for either (1) work assignments or (2) medical emergencies that necessitate your absence. No makeup exams are given for personal business.

**Extra Credit.** No extra credit is offered in this course, unless it is offered and made available for all students in the course.
**Cell Phone/Electronic Device Usage.** The usage of cell phones and/or smartphones is not permitted during regular classroom activities. Cell phones and smartphones may be checked during class breaks, provided that they do not interfere with the normal functioning of the class, group or other students. In general, internet usage that is not consistent with the activity of the classroom is not permitted.

**Academic Integrity/Plagiarism.** University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade on that assignment or test, and the student will be referred to the University for disciplinary action.

**Dropping a Class.** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 7, 2014 is the last day to drop a class with an automatic grade of “W” this term.

**Preferred Method of Scholarly Citation.** APA (American Psychological Association) format is the preferred method of scholarly citation in this course.

**Classroom/Professional Behavior.** Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Statement of Civility.** Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.
Grade Appeals.

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations.

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Statement of Academic Continuity.

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
## MGT 4388
### Class Schedule

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<th>JAN</th>
<th>21</th>
<th>Introduction to Course - Class Syllabus</th>
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<tr>
<td></td>
<td>26</td>
<td>Class Exercise / Team Formation</td>
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<tr>
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<td>28</td>
<td>Chapter 1 – Strategic Management</td>
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<tr>
<td>FEB</td>
<td>02</td>
<td>Guide to Final Project</td>
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<td>Chapter 2 – The External Environment</td>
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<td>Financial Ratios</td>
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<td>Chapter 3 – The Internal Organization</td>
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<td>Library Research Exercise</td>
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<td>Chapter 4 – Business Level Strategy</td>
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<td>Financial Ratio Analysis</td>
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<td>25</td>
<td>Chapter 5 – Competitive Rivalry and Competitive Dynamics</td>
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<tr>
<td>MAR</td>
<td>02</td>
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<td>Exam One</td>
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<tr>
<td>MAR</td>
<td>09</td>
<td>Team Reports – Attendance Required</td>
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<td>11</td>
<td>Team Reports – Attendance Required</td>
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<td>16</td>
<td>Spring Break</td>
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<td>18</td>
<td>Spring Break</td>
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<td>23</td>
<td>Chapter 6 – Corporate Level Strategy</td>
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<td>Chapter 7 – Merger &amp; Acquisition Strategies</td>
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<td>Nike Case</td>
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<td>APR</td>
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<td>Stock &amp; Investment Evaluations</td>
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<td>08</td>
<td>Chapter 9 – Cooperative Strategy</td>
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<td>APR</td>
<td>Chapter 10 – Corporate Governance</td>
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<tr>
<td>15</td>
<td>Exam Review</td>
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<tr>
<td>20</td>
<td>Exam Two</td>
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</tbody>
</table>
| 22   | Team Meetings – Attendance Required  
PPT Slides Due     |
| 27   | Team Final Presentation One  
Team Final Presentation Two |
| 29   | Team Final Presentation Three  
Team Final Presentation Four |
| MAY  | Team Final Presentation Five  
Team Final Presentation Six |
| 13   | Team Final Presentation Seven  
Team Final Presentation Eight  
Team Final Presentation Nine |

Final Exam Session Wed. May 13, 1:45pm-4:15pm OCNR 130