Administrative Policy and 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. – *University Catalog, 2015*

Learning Objectives

By the end of this course, the students will be able to:

- Demonstrate the research capabilities and critical thinking necessary to gather and interpret key environmental data (BBA Goal 1, Objective 1; 2).
- Exhibit the analytical and ethical decision-making skills necessary for dealing with complex strategic planning (BBA Goal 3, Objective 1; Goal 4, Objective 1).
- Analyze a firm’s mission, including broad statements about its purpose, philosophy, and goals (BBA Goal 2, Objective 1).
- Assess a firm’s external environment, including the general, industry, and competitive environments (BBA Goal 2, Objective 1; 2; 3).
- 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 (BBA Goal 2, Objective 1; 2; 3).
- Illustrate the communication and computer skills necessary to make effective individual and team oral and written presentations (BBA Goal 1, Objective 1; 2).

Major Course Requirements

Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Test 1</td>
<td>15%</td>
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<td>Test 2</td>
<td>15%</td>
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<tr>
<td>Test 3</td>
<td>15%</td>
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<tr>
<td>Business Strategy Game</td>
<td>45%</td>
</tr>
<tr>
<td>Major Field Test</td>
<td>10%</td>
</tr>
</tbody>
</table>

Total 100%
**Major Field Test**

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and is administered as part of MGMT 4388, Administrative Policy and Strategy. Students must also be enrolled in BUSI 0088 to receive announcements regarding the MFT and to enroll to take the MFT. Students are required to meet a minimum score to be determined after the administration of the MFT. This minimum score will be based upon the mean score for all students in the College of Business.

Students who score above the minimum score on the MFT will receive their percentile score out of 100 possible points. Successful completion of the MFT is a requirement of MGMT 4388. Students who fail to score the minimum score for the MFT have not successfully completed the MFT, will receive no points for the MFT, and are required to retake the MFT.

Example 1: Student A scores at the 70th percentile on the MFT. Student A receives 70 points out of 100 possible points for the MFT and has successfully completed the MFT.

Example 2: Student B scores below the minimum score for the MFT. Student B receives zero (0) points, has not successfully completed the MFT, and is required to retake the MFT. Student B may earn the percentile score out of 100 possible points on the second MFT administration if the second MFT score is above the minimum score.

The date and time for the MFT will be announced.

Please check the BUSI 0088 Blackboard page for updates.

**Grade Distribution**

A 90-100, B 80-89, C 70-79, D 60-69, F 0-59

**Required Materials**

Students are required to purchase a user license for the Business Strategy Game (~$45).

Textbook Information:
Thompson et al.
Crafting and Executing Strategy: The Quest for Competitive Advantage, 20th edition
ISBN: 978-1-259-29707-6

Supplemental Material:
Students will be asked to evaluate case studies in addition to the textbook readings. Case studies will be provided in class/Blackboard.
Course Policies

Attendance/Tardiness

Students are expected to attend class. Material covered in class will be on exams. Participation grades are based in part on attendance.

Late work and Make-up Exams

Late assignments will not be accepted unless specific arrangements are made prior to the due date. Requests for late assignments or a make-up exam will be granted only for unavoidable emergency circumstances or university-sanctioned and excused activities. Make-up exams will be essay format. In-class assignments are not eligible to be made up, without documented excused absence and instructor consent.

Cell Phone/Electronic Device Usage

Please refrain from using cellular phones during class. If there is an emergency, please exit the class.

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, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work).

Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved.

Additional information may be found in the University Catalog

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. Please consult with the instructor before you decide to drop. 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.

Tobacco/Electronic Cigarettes Use

All tobacco and electronic cigarettes are not allowed in the classroom.

Paper Submission Guidelines
Submitted work for this course should conform to the following standards: double-spaced, 12-point font, Times New Roman, Calibri or similar, 1 inch margins, with all citations included on a reference list. All submissions should follow APA guidelines, but are exempt from the APA prescription of an abstract. Electronic submissions should be in Microsoft Word format. WPS format is not acceptable and will result in a grade reduction. Plagiarism will not be tolerated and all works used in coursework must be cited on a reference page at the conclusion of each document. If you are not familiar with guidelines on plagiarism see the instructor.

APA Citation Information: http://owl.english.purdue.edu/owl/

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.

See course schedule on next page
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings/Assignment</th>
</tr>
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<tbody>
<tr>
<td>Monday</td>
<td>Aug. 27</td>
<td>Syllabus, Welcome to the course</td>
<td>Syllabus</td>
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<tr>
<td>Wed</td>
<td>Aug. 29</td>
<td>Business Strategy Game</td>
<td>BSG Players Guide</td>
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<tr>
<td>Sunday</td>
<td>Sept. 2</td>
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<tr>
<td>Monday</td>
<td>Sept. 3</td>
<td>Labor Day: No Class</td>
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<tr>
<td>Wed</td>
<td>Sept. 5</td>
<td>BSG Practice Decision 1</td>
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<td>Monday</td>
<td>Sept. 10</td>
<td>Introduction to Strategy</td>
<td>Ch. 1</td>
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<tr>
<td>Wed</td>
<td>Sept. 12</td>
<td>BSG Practice Decision 2</td>
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<tr>
<td>Monday</td>
<td>Sept. 17</td>
<td>Vision, Mission and Goals</td>
<td>Ch. 2</td>
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<td>Wed</td>
<td>Sept. 19</td>
<td>BSG Decision 1</td>
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<tr>
<td>Monday</td>
<td>Sept. 24</td>
<td>External Environment</td>
<td>Ch. 3</td>
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<tr>
<td>Wed</td>
<td>Sept. 26</td>
<td>BSG Decision 2</td>
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<tr>
<td>Monday</td>
<td>Oct. 1</td>
<td>Test 1</td>
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<td>Wed</td>
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<td>BSG Decision 3</td>
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<td>Monday</td>
<td>Oct. 8</td>
<td>Resources, Capabilities, and Comp.</td>
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<td>Wed</td>
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<td>BSG Decision 4</td>
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<td>Monday</td>
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<td>Generic Strategies</td>
<td>Ch. 5</td>
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<td>Oct. 17</td>
<td>BSG Decision 5</td>
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<td>Sunday</td>
<td>Oct. 21</td>
<td>Quiz 2 due by midnight</td>
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<td>Monday</td>
<td>Oct. 22</td>
<td>Competitive Positioning</td>
<td>Ch. 6</td>
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<td>International Strategy</td>
<td>Ch. 7</td>
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<td>Oct. 31</td>
<td>BSG Decision 7</td>
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<td>Test 2</td>
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<td>BSG Decision 8</td>
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<td>Nov. 12</td>
<td>Corporate Strategy</td>
<td>Ch. 8</td>
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<td>Nov. 14</td>
<td>BSG Decision 9</td>
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<td>Ethics, CSR, Sustainability</td>
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<td>Thu</td>
<td>Nov. 22</td>
<td>Thanksgiving Break</td>
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<td>Fri</td>
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<td>Monday</td>
<td>Nov. 26</td>
<td>Strategy Execution</td>
<td>Ch. 10</td>
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<tr>
<td>Wed</td>
<td>Nov. 28</td>
<td>BSG Decision 10</td>
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<td>Monday</td>
<td>Dec. 3</td>
<td>Test 3</td>
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<tr>
<td>Wed</td>
<td>Dec. 5</td>
<td>Last Class Day</td>
<td>BSG Exam due by midnight</td>
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<td>Thu</td>
<td>Dec. 6</td>
<td>Reading Day</td>
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<td>Monday</td>
<td>Dec. 10</td>
<td>Final Exam 1:45-4:15 PM</td>
<td>BSG Presentations</td>
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<td>Saturday</td>
<td>Dec. 15</td>
<td>Commencement!</td>
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