**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.

**Course Prerequisites:** 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:**
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).

**Required Materials:**
  - Connect Access Card & E-Book
  - or
  - Connect Access Card & Loose-Leaf Text
- Blackboard: https://bb9.tamucc.edu/
- Supplemental Material: Any additional material will be provided on Blackboard.

**Course Expectations:** You are responsible for reading this document in its entirety and referring to it as your guide for meeting the criteria for the successful completion of this course. It is important to remember that you are ultimately responsible for keeping up with all activities, discussions, and exams for this course.
Course Grading:

Text Material 49 %
* LearnSmart Readings (12 @ 1% each)
* Midterm Exam – Chs 1-6 (12 %)
* Final Exam – Chs 1-12 (25 %)

Business Strategy Game 51 %
* BSG Quiz 1 (2 %)
* BSG Quiz 2 (4 %)
* BSG Exam (15 %)
* BSG Completing Peer Evaluations (5 %)
* GROUP - BSG Performance (20 %)
* GROUP - BSG Presentation (5 %)

All grades are final and non-negotiable. No rounding will take place. Please note that 25% of your grade in this class is directly tied to group assignments. It is in your best interest to drop this course if you are unwilling or unable to be a contributing group member.

A – 89.5% and up
B – Less than 89.5% and equal to or above 79.5%
C – Less than 79.5% and equal to or above 69.5%
D – Less than 69.5% and equal to or above 59.5%
F – Less than 59.5% and below

"LearnSmart is an online interactive, adaptive study tool that assesses a student's proficiency and knowledge within a specific course, tracks which topics have been mastered, and identifies areas that need more study." LearnSmart Reading modules review the material within each chapter to ensure appropriate comprehension and knowledge. Students will be responsible for completing the appropriate LearnSmart module in Connect (accessed via Blackboard).

Midterm and Final Exams may consist of multiple-choice, true/false, fill-in-the-blank, short answer, and peer evaluation questions. Questions may be based on all material that can reasonably be expected for the class; this includes all assigned textbook readings, cases, class discussions, PPT slides, etc. Exams will be cumulative.

The Business Strategy Game (BSG) is an online-based business simulation. Students will self-select into teams of four students who act as co-managers of a simulated company competing with other teams in this section. Course participants are required to purchase access to the BSG (www.bsg-online.com) and use the online portal to complete assignments related to the BSG. The simulation requires a series of decisions to be made over a wide range of business areas such as manufacturing, marketing, corporate social responsibility (CSR), employee wages, and distribution.

- BSG Quiz 1 is an individual assignment that covers the contents of the Player's Guide.
- BSG Quiz 2 is an individual assignment that tests understanding of key aspects of company operations and methods to improve company performance.
- BSG Exam is an individual assignment that tests many strategy-related aspects of the simulation.
- BSG Completing Peer Evaluations is an individual assignment whereby students evaluate and rate the performance of their group members. Please note these evaluations will be used to adjust grades for the group assignments related to the BSG.
- BSG Performance is a group outcome based on the decisions each group makes during the competition years of the simulation. More information will be available in BB. Please note
individual grades will be based on the group score multiplied by any necessary adjustments based on the feedback listed in the peer evaluations.

- BSG Presentation is a group assignment where students will be required to analyze and present their group's performance through a narrated PPT or by a video presentation. More information will be available in BB. Please note individual grades will be based on the group score multiplied by any necessary adjustments based on the feedback listed in the peer evaluations.

**Missed Exams:** Make-up test arrangements may be made on a case-by-case basis. If allowed, make-up exams will only be allowed in cases of extreme emergency (hospitalization, jail, and etc.). There will be no make-up opportunities for the LearnSmart assignments, final exam, and BSG Quizzes and Exams.

**Late Work:** All assignments must be submitted by the scheduled due date and time to receive full consideration. Late assignments will not be graded. However, students are encouraged to submit missing assignments as the percentage of completed assignments will factor into any grade curves at the end of the semester.

**Class Etiquette:** You are expected to be respectful to all members of the class regardless of the medium of interaction.

**Changes to the Syllabus or Course Schedule:** I reserve the right to make changes to the course syllabus or schedule in order to better serve the class. Changes will be announced on Blackboard. It is the responsibility of the student to stay current with any changes.

**Contacting the Professor:** Please do not hesitate to contact me with any questions or concerns that you may have. The sooner I become aware of issues, the sooner they can be addressed. This includes suggestions for improving the class.

If you have a course-related question, concern, or other issue, please utilize email. I generally respond to student emails within 12 hours, excluding Friday evenings through Sunday evenings. Please allow up to 36 hours before sending a follow-up email. Please place MGMT 4388 in the subject line.

Please feel free to call me anytime between 10 AM and 9 PM any day of the week. Calls are forwarded to my mobile phone if I am not in my office. If I am unable to take your call, please leave sufficient information in your voicemail message so that I can return your call. Ideally, any voicemails left will include: 1.) your name, 2.) course title, 3.) section information, 4.) the purpose of your call, 5.) any specific requested action (should I call back, respond via email, make a change I forgot, take note of something, etc.), 6.) your name again, and 7.) a call back number or email address, if needed. Excluding Sundays, if I miss your call, I will generally respond to voicemails within 4 to 12 hours. However, if you fail to include any of the requested information, my response may be delayed. In most cases, I will return your call from an unlisted number.

**Major Field Test (MFT):** The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. Business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below to prepare for this test. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.

As an integral part of the College of Business' Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students' academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical
methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, the legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

**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 zero the first time and failing the course for any additional offense.

**Dropping a Class:** Hopefully 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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should you decide that dropping the course is 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. Consult the university schedule for the last day to drop a class with an automatic grade of "W" this term.

**Preferred methods of scholarly citations:** APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references. Students may lose significant points for not using APA. APA Citation Information: [http://owl.english.purdue.edu/owl/](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.

**Civil Rights Statement:** Texas A&M University-Corpus Christi is committed to fostering a culture of caring and respect that is free from discrimination, relationship violence and sexual misconduct, and ensuring that all affected students have access to services. For information on reporting Civil Rights complaints and support resources, (including pregnancy support accommodations) or university policies and procedures, please contact the University Title IX Coordinator, Sam Ramirez (Samuel.Ramirez@tamucc.edu) or Deputy Title IX Coordinator, Rosie Ruiz (Rosie.Ruiz@tamucc.edu) at (361) 825-5826 or visit the TAMUCC website at [http://edcs.tamucc.edu/titleIX/](http://edcs.tamucc.edu/titleIX/).

Limits to Confidentiality: Essays, journals and other materials submitted for this class are generally considered confidential pursuant to the University's student record policies. However, students should be aware that University employees, including instructors, are not able to maintain confidentiality when it conflicts with their responsibility to report alleged or suspected civil rights discrimination that is observed by or made known to an employee in the course and scope of their employment. As the course instructor, I must report allegations of civil rights discrimination, including sexual assault, relationship violence, stalking, or sexual harassment to the Title IX Coordinator if you share it with me.

These reports will trigger contact with you from the Civil Rights/Title IX Compliance office who will inform you of your options and resources regarding the incident that you have shared. If you would like to
talk about these incidents in a confidential setting, you are encouraged to make an appointment with counselors at the University Counseling Center (https://counseling.tamucc.edu/).

**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 the 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.
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Unless otherwise noted, all assignments will be due by 11:59 PM CST on the due date listed.