



<b>COURSE TITLE:</b>	<b>2980</b> Business Policy/Strategies
<b>DESCRIPTION:</b>	This course integrates the information and different skill-sets developed in the undergraduate intensive program. Principal considerations include the application of accounting, marketing, financial, critical thinking and systems skills into a strategic framework from which to evaluate corporate decision-making, governance and strategies.
<b>PREREQUISITES:</b>	Completion of all Major Core coursework
<b>SEMESTER:</b>	Spring 2010
<b>COURSE START:</b>	Tuesdays
<b>CLASS HOURS:</b>	6:00-10:15 p.m. (check campusweb for any time or classroom changes)
<b>COURSE MATERIAL:</b>	Dess, G., Lumpkin, T., & Eisner, A (2006). <i>Strategic management</i> (4 ed.). New York: McGraw-Hill/Irwin.
<b>INSTRUCTOR:</b>	Henry Roth
<b>TELEPHONE:</b>	(650) 508-3721
<b>E MAIL:</b>	HRoth@ndnu.edu
<b>OFFICE HOURS:</b>	Tuesdays 5-6 pm or by prearranged appointment.

**ACADEMIC HONESTY:** Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

**PRIVACY and CONFIDENTIALITY:** One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

**LEARNING and OTHER DISABILITIES:** If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

**SYLLABUS UPDATES:** Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

**CLASS ATTENDANCE:** Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process.



**LATE HOMEWORK:** Assignments are to be completed and submitted by the start of each class meeting. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Late assignments scores will incur a reduction of at least 25% of point value.

**PARTICIPATION:** Classroom discussions are organized to maximize student involvement in the learning process. It is through your participation in these discussions you are expected to demonstrate your mastery and comprehension of the material.

Weekly participation points will be awarded based upon your ability to provide a critical analysis of one of the assigned readings. In other words, read all the assigned readings and be prepared to discuss any one of them. For each class meeting, students will be asked to provide a synopsis and lead a discussion for any one of the assigned readings (i.e., book chapter, articles, or case studies). You will be evaluated on your ability to discuss the relevancy (i.e., pros and cons) of the material and what salient information was noteworthy in the context of this class.

**LEARNING OBJECTIVES:**

- Demonstrate the ability to think strategically about a business organization, its business position and how it can gain sustainable competitive advantage.
- To be able when faced with an unstructured business situation, to identify the key factors driving problem or situation, additional information needed to understand the situation, and to be able to set priorities for decision and action.
- Prepare a Powerpoint analysis of a business situation, including assessment of market conditions.
- Be able to clearly communicate applied business concepts, both orally and in writing, while integrating knowledge gained in earlier Intensive courses.

**ASSIGNMENTS VALUE & KEY DATES:**

Assignments	Pt Value
Classroom Participation	15
Midterm Exam	30
Quizes	35
Final Presentation	20
<b>POINT TOTALS</b>	<b>100</b>



GRADE/POINT CONVERSION:

A+ 100-97	A 96-94	A- 93-90	
B+ 89-87	B 86-84	B- 83-80	
C+ 79-77	C 76-74	C- 73-70	
D+ 69-67	D 66-64	D- 63-60	F 59 or <

COURSE ACTIVITIES

Wk	2009	Topics	Reading	Assignments
1	3/16	Introduction and course overview	<ul style="list-style-type: none"> <li>Review of Accounting Concepts and Cash Flow Analysis</li> <li>Dess et.al.: Chapter 2, External Influences</li> <li>Dess et. al. Robin Hood Case Study</li> </ul>	
2		Internal Dynamics	<ul style="list-style-type: none"> <li>Chp 3: Analyzing the Internall Environment</li> <li>Review of Finance Concepts and Applications</li> <li>Chapter 13: Analyzing Strategic Management Cases</li> <li>Quiz #1</li> </ul>	
3		Governance	<ul style="list-style-type: none"> <li>Chp 9: Strategic Control and Govenance</li> <li>Case 10: Enron</li> <li>Mid Term Exam</li> </ul>	
4		Business Strategies	<ul style="list-style-type: none"> <li>Chapter 5: Business Level Strategy</li> <li>PPT Review and Presentation Skills</li> <li>Valuation, Introduction to</li> </ul>	
5		International	<ul style="list-style-type: none"> <li>Chapter 7: International Analysis</li> <li>Case 21: Heinekin</li> <li>Quiz #3</li> </ul>	
6		Powerpoint Presentations		
7			ETS Test	

Final Presentation: In lieu of a final exam – each student will be required to present no more than 5-8 slides (i.e., power point) recapping the main policies and any initiatives taken by the Company being studied by the student. The Company under consideration must be a mid-cap single industry corporation, and must be approved by the instructor.

Each student will have up to 15 minutes to provide a professional presentation which summarizes the Strategic Review and outlines any recommended plan of action. The final slide of the presentation should review, and discuss, the corporation’s relative valuation, and whether this value fairly represents the product or service. While I encourage you to work in a group, you will be evaluated individually based upon the paper you turn in.

Some thoughts for slides:

- (1) What is the industry in which the firm competes as well as any economic characteristics of the industry;
- (2) Who are their competitors, and what is the market positions rivals occupy;
- (3) What is the current strategy;
- (4) What are the key financial ratios of the firm, and how do they compare to the industry;
- (5) What are the strategic issues/problems the firm must address .

