

## Huntingdon College Adult Degree Completion Program

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**COURSE NUMBER: MGMT499**  
**COURSE NAME: Business Policy in Decision Making**  
**Spring 2009, Session III, Bay Minette**

**INSTRUCTOR'S NAME:** Dr. Walter Hollingsworth

**CONTACT INFORMATION:** [walter.hollingsworth@huntingdon.edu](mailto:walter.hollingsworth@huntingdon.edu)

**COURSE DESCRIPTION:** This course focuses on corporate strategy. Using the case method, students are required to apply the concepts of accounting, finance, marketing, and management to the development of a strategic plan.

**PREREQUISITE:** Completion of all required business courses with a C or higher in each course, and the student must be in his/her terminal semester. For students seeking the Health Management concentration, MGMT 319, with a C or higher, substitutes for the Business Administration prerequisite.

**TEXT REQUIRED:** David, Fred, Strategic Management: Concepts and Cases, Prentice Hall/Pearson, **(see Huntingdon College booklist for edition and ISBN)**

### **COURSE LEARNING OUTCOMES:**

**COURSE ASSIGNMENTS & GRADING CRITERIA:** To receive credit, each weekly assignment will be e-mailed prior to class start time. To comply with privacy rules and regulations, this instructor will only receive from and send to your Huntingdon College e-mail address. Each student is also expected to bring a copy of each session's work to class. A current news article related to the subjects being discussed is required for each session and you should be prepared to deliver a very short overview of this article.

<b>Grading Elements</b>	<b>Percentage:</b>
• Mission and Vision Statement	5%
• External and Internal Assessment <b>(due Workshop Two)</b>	5%
• SWOT Analysis <b>(due Workshop Four)</b>	15%
• Case Report and Presentation	30%
• Participation <b>(all Workshops)</b>	15%
• 2 Exams (Test will be T-F and multiple choice with an optional bonus question.)	30%
<b>Exam #1 will be in Session Two</b> for chapters 1 to 5. <b>Exam #2 will be in Session Four</b> for chapters 6 to 9.	
<b>Total</b>	<b>100%</b>

**GRADE POINT EQUIVALENTS**

A = 90-100  
B = 80-89  
C = 70-79  
D = 60-69  
F = 59-below

**ATTENDANCE POLICY:****Absences and Tardiness – All students are required to attend the first session.**

Those who do not attend the first session will be automatically dropped from the course. Students with more than one absence will receive an "F" for the course. Since this class meets only five times, missing a single class meeting is equivalent to missing three weeks of a regular term. If you cannot attend a class you must let the instructor know via email as soon as possible. In case of absences you are responsible for obtaining all handouts and assignments. Tardiness may result in a deduction in your class participation grade. Excessive tardiness may count as an absence.

**Participation** –Participation is not the same as attendance. Participation requires students to come to class prepared to actively participate, which makes the classroom experience more meaningful. However, participation is not just speaking out in class. The contributions made by the student should be related to the course content and meaningful to the class discussion.

**Late Assignments** – Explain whether late assignments will be accepted and what penalty might be imposed if the assignment is late. Also specify what assignments can be turned in late. This will allow the student to make informed decisions.

**Accommodation of Special Needs-** Huntingdon College makes every reasonable accommodation for disabilities that have been processed and approved through our Disability Services Committee in accord with the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In order to request disability-related services at Huntingdon College, students must self-identify to the Disabilities Intake Coordinator, Camilla Irvin, and provide appropriate and up-to-date documentation to verify their disability or special needs. After the accommodations have been approved by the Disability Services Committee, the 504 Coordinator, Dr. Lisa Olenik, will notify your professor(s) of the committee's decision. If you have any questions regarding reasonable accommodation or need to request disability-related services, please contact Disability Services at (334) 833-4432 or e-mail at [disabilityservices@huntingdon.edu](mailto:disabilityservices@huntingdon.edu).

**Academic Honesty** –Plagiarism is literary theft. Failure to cite the author of any language or of any ideas *which are not your own creation* is plagiarism. This includes any text you might paraphrase, as well. Anyone is capable of searching the Internet or any printed media; your research paper is intended to broaden your knowledge, stimulate your creativity, and make you think, analyze, and learn. It is not consistent with the College Honor Code, nor with scholarly expectations to submit work which is not the product of your own thinking and research. Severe penalties will result upon the submission of any work found to be plagiarized, including potential failure of the entire course. It is easy and simple to properly cite all sources used in your paper. Take no risks – cite your sources.

**❖ A First Class Assignment is Due in Workshop One****ASSIGNMENTS DUE WEEK ONE**

- ✓ **Reading Assignment**  
Part I: Prologue  
Chapter 1  
Chapter 2
- ✓ **Writing Assignment**
  - Collect mission and vision statements for two companies of your choice. Re-write those statements in a manner that is consistent with the information in the chapter.
  - Provide an overview of the internal and external environments of the two companies.

**[Note: Case 17 will be the basis for the student's Change Proposal Project, due Workshop Five.]**

- ✓ **Presentation Assignment**  
Be prepared to present and discuss the environment of the two companies in class. Bring a current news article related to the chapters being discussed and be prepared to review the article with the class.

**ASSIGNMENTS DUE WEEK TWO**

- ✓ **Reading Assignment**  
Chapter 3  
Chapter 4  
Chapter 5
- ✓ **Writing Assignment**  
Develop a complete SWOT analysis for the two companies that you have chosen.
- ✓ **Presentation Assignment**  
Be prepared to present the SWOT analysis in class. Bring a current news article related to the chapters being discussed and be prepared to review the article with the class.
- ✓ **Exam #1 on Chapters 1-5**

**ASSIGNMENTS DUE WEEK THREE**

- ✓ **Reading Assignment**  
Chapter 6  
Chapter 7  
Chapter 8

- ✓ **Writing Assignment**  
Research and update your assigned case.
- ✓ **Presentation Assignment**  
Bring a current news article related to the chapters being discussed and be prepared to review the article with the class.

#### **ASSIGNMENTS DUE WEEK FOUR**

- ✓ **Reading Assignment**  
Chapter 9
- ✓ **Exam #2 on Chapters 6-9.**

#### **ASSIGNMENTS DUE WEEK FIVE**

- ✓ **Writing Assignment**
  - Case Analysis-complete report**
    - Mission/Vision Statements
    - Internal/ External Constituencies
    - SWOT analysis
    - Matrices
    - Goals and Objectives
    - Conclusions
- ✓ **Presentation Assignment**  
Give a 20 minute formal presentation on your case.
  - Support the presentation with Power Point and handouts for each student.  
(This presentation is expected to be Board of Directors quality. No bell and whistles, just the facts.)
  - Allow time for a short question and answer period.