

BUS 490 – Business Policy

Course Description

Provides an opportunity for students to integrate management principles, techniques, and theories by applying previously acquired knowledge of all business functional areas to analyze, develop, and implement business strategy. Utilizes cases from a variety of organizations, with emphasis on problem identification, analysis, and decision-making on strategic issues.

Instructional Materials

David, F.R. (2011). *Strategic management: Concepts and cases* (13th ed.). Upper Saddle River, NJ: Prentice Hall / Pearson.

Course Learning Outcomes

1. Explain the concepts and models of the strategic management process, including strategy formulation, implementation, and evaluation.
2. Conduct an industry analysis (external audit) and an internal audit of an organization, and present the results using various matrices and analysis tools.
3. Describe the application of the various types of basic alternative strategies and considerations for their use.
4. Formulate business strategies through an analysis of the operating environments (external and internal, domestic and international).
5. Integrate knowledge of the various business disciplines and develop alternative strategic actions to fit a variety of operational environments.
6. Explain the key management issues associated with strategy implementation and the considerations for managing change.
7. Describe the activities involved in strategy evaluation and control, and explain the role of contingency planning in strategic management.
8. Develop a strategic evaluation process to assess performance.
9. Describe the advantages for any business of fostering an ethically, environmentally, and socially responsible organizational culture.