



EAST TENNESSEE STATE  
UNIVERSITY

College of Business and Technology

Department of Management and Marketing

**MGMT 4910-BUSINESS POLICY and STRATEGY**

Required Materials:

Strategic Management: Text & Cases, 10th Edition, by Dess, McNamara, Eisner & Lee

Course Description and Objectives:

This course is an integrative course that is designed to allow you to use the tools and techniques you have developed in other business and general courses to address the strategic problems faced by businesses. The principles, mindset and techniques that will be covered in this course are the crucial management skills that are used throughout any organization and especially by upper management. The specific objectives of this class are:

- To develop an understanding of the “state of the art” of strategic management thinking as it is applied in practice.
- To apply the student’s knowledge of the literature through case research analysis.
- To emphasize written communication skills along with oral communication.
- To introduce the student to strategic decision making and problem solving under conditions of uncertainty and incomplete information.
- To develop a better understanding of applied business research and to familiarize the student with the current business environment.
- To stimulate thought and challenge the student’s current paradigm.

Grading Policy: Specific letter grading of all individual assignments as well as the overall grade in the course will be based on the performance of the class. Grades will be normally distributed with the class mean determining what grade constitutes an A,B, etc.. In general, grades have fallen into the following categories: 93-100 A, 90-92 A-, 87-89 B+, 83-86 B, 80-82 B-, 77-79 C+, 73-76 C, 70-72 C-, 65-69 D, < 65 F.

Class Participation	20%
Celebration # 1	25%
Celebration # 2	30%
Case Project	25%

**Participation:** Students are encouraged to take an active role in their own educational experience. Participation points are awarded on the basis of the student's willingness to challenge, discuss, and apply the concepts of strategic management in class and on assignments. It is important to understand that condescending, demeaning, or inappropriate responses to faculty or classmates will lead to a negative rating from the instructor. Each student will also provide a 2-page (double spaced) synopsis of a current strategic events as assigned. In addition, students will be called at random to provide their insights into their current strategic event. Since some of these points are awarded on the basis of subjective judgment of the instructor, students must take action over the course of the semester to insure that they and their efforts are recognized. There will be at least two additional written assignments throughout the course that will factor into your participation grade. Finally, occasional pop quizzes (Pep Rallies) will be used to assess the student's preparedness for class.

**Celebrations:** These celebrations will be formal, in-class exams that seek to assess your understanding of the concepts presented in class and the text. Celebrations will consist of multiple-choice, true-false, and short answer questions (Final will include an essay section taken separately). The final will be comprehensive in nature.

**Case Project:** Students will be assigned a live case. They will then provide a written assessment using at least 10 outside sources including 10-K financial/strategic analysis of the focal firm and its competitors (minimum 12 pages, double spaced, Times New Roman 12). The emphasis on these papers will be to assess the company's current position and make theory based recommendations for their future. These papers will be submitted electronically and use hyperlinks for all web-based citations and appendices. Projects will be graded competitively on their content, style and grammatical presentation.

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