

**BUS 480: GLOBAL BUSINESS STRATEGIES  
(FORMERLY BUSINESS POLICY)**

**SYLLABUS**

**Instructor:** Allan McConnell  
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**COURSE DELIVERY:**

Print-Based Correspondence Course

**CREDIT HOURS:**

Three Semester Hours

**COURSE MATERIALS:**

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 591** to order books from Bookstore site.

**Required Textbook:**

Crafting & Executing Strategy, The Quest for Competitive Advantage, 16<sup>th</sup> Edition.  
Thompson, Strickland, & Gamble. McGraw-Hill Irwin, 2008. ISBN 978-0-07-338124-4

**CATALOG DESCRIPTION:**

This course is designed to help you understand planning activities, determination of alternatives, policy formulation, execution of plans, and development of company strategy as currently used by business enterprises. It involves extensive case study to provide a practical, real world learning capability. **Please pay particular attention to the requirements for the Course Project – it is much more than your typical paper and counts for almost 1/3 of your overall grade!!**

Whereas other courses often simplify the complexity of management’s overall tasks and responsibilities (so as to make learning about the particular subject much easier) this is a “big picture” course **with much use of, and reliance upon, what you have studied in previous core business courses. Try to apply as much information as you can from your previous courses.** You will learn how a modern organization deals with all the

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constraints and complexities of the real world, why they cannot be assumed away or ignored, and how they impact managerial decisions and actions.

**This will be your most challenging Business Course. Since it is the capstone course of your business program it is deliberately structured that way. Accept the challenge!**

**STUDENT LEARNING OUTCOMES:**

The student will:

- Gain insight into the impact of Strategic Planning on the modern corporation and be motivated to explore the process for improvement of their professional and personal lives.
- Learn the capabilities of the various strategies that are currently in use today and be challenged to develop new strategies.
- Determine why and how such procedures and planning are employed in business today for the future success going out for generations.
- Experience the opportunity to incorporate **ALL** the business courses s/he has taken into the targeted capability to apply the learned theoretical knowledge into the real business world of today.
- Come to understand that the practices presented in this course for the corporate world are also applicable in the non-profit environment, government, organizations and institutions, small business, and in the student's lifetime career as well.
- Be challenged, either marginally for a grade, or magnificently for a lifetime of achievement!

**COURSE REQUIREMENTS:**

This course is presented in three multi-chapter lessons with written case studies required to be sent in for each lesson, preferably by e-mail to [msifdp@earthlink.net](mailto:msifdp@earthlink.net), my home office connection. A proctored exam follows each lesson.

**You will also prepare a detailed research project about an existing company or organization and provide extensive recommendations concerning potential and preferred alternatives for that company, 325 points, almost 1/3 of your course grade.**

**EXAMS:**

There will be three proctored exams throughout the course and they must be taken in sequence. Each exam has eight essay questions and **I expect each question to be answered in detail!** Each exam is worth 200 points.

**INSTRUCTOR BIOGRAPHY:** Allan McConnell has been running his own businesses for the past 30+ years, at one point in his career growing his organization from about 200

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to over 730 people in less than two years. In addition, he's been teaching both undergraduate and graduate courses for several different universities and colleges for most of that time. He's been an independent business consultant for almost 25 years and has consulted with over 950 businesses and organizations in the Rocky Mountain Region plus Texas and Arizona. He has been published nationally in magazines, has written, produced and successfully marketed three business books and one audiotape, and written, produced and successfully marketed an audiotape series on goal setting with his wife, the nationally recognized painter Frances Dodd.

**GRADE DISTRIBUTION AND SCALE:**

In alignment with ASC academic policies, no D may apply to a major or minor field.

**Grade Distribution:**

Three written case assignments (25 points each)	75 points
Three exams (200 points each)	600 points
Student Research Project	<u>325 points</u>
<b>Total Points</b>	1000 points

**Scale:**

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

**ADA STATEMENT:**

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.