BUS 480 – GLOBAL BUSINESS STRATEGIES

Course Syllabus

Instructor: Dr. Patricia (Pat) A. Robbins

Office: BUS 209

Phone: 719-587-7752 (office), 719-588-4663 (cell)

Office Hours
Fall Semester: MW 2:00-3:30 p.m., TR 1:30-2:30 p.m., other times by appointment
Spring Semester: MW 2:00-3:30 p.m., TR 11:00-12:00 a.m., other times by appointment

E-mail: robbins.pat72@gmail.com

Course Delivery: Online, Semester-based

Credit Hours: 3.00 Clock Hours: 45

Time/Days/Location: Online delivery through Blackboard BUS 480 syllabus-ES 2

Description: This course is designed to help students understand planning activities, determination of alternatives, policy formulation, execution of plans, and development of corporate company strategy as currently used by business enterprises. This course involves extensive case study.

Prerequisites: BUS 207, 208, 304, 361, 363, and ECON 255.

Class Guidelines: This course is delivered online through the Blackboard platform. All assignments and course materials will be delivered and completed in the online environment.

Objectives:
1. Identify what managers must do to make a business successful in an effort long-term survival
2. Analyze a company’s business position (strategic, operational, and financial).
3. Conduct critical analysis of business industries and competitive environments.
4. Develop solutions to strategic management problems.
5. Formulate strategic options and determine decision-making process to select options.
6. Create plans to assist strategic direction of a business.
7. Integrate knowledge learned in prior business courses.

Assessment Procedures (based on weighted percentages)

Discussions 10%
Chapter Exams 20%
Business Simulation 20%
Case Study Projects (2) 30%
Final Exam 20%
TOTAL 100%

NOTE: Refer to the Weighted Average column in the Blackboard gradebook to determine your percentage/letter grade in the class. This will change throughout the course as assignments are graded and your final grade will be determined after all assignments are posted to the gradebook.

Grading Scale (based on overall average)

90-100% = A
80-89% = B
70-79% = C
60-69% = D
0-59% = F

Textbook Information

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to www.exstudies.adams.edu and click on the "Undergraduate" or "Educators K-12" icon. Click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 1193 to order books from Bookstore site. This should provide the correct BUS 480 syllabus.

Textbook information and ordering options. If you have questions, you can contact the Bookstore at 719-587-7981, email Loretta Martinez at lcmartin@adams.edu or send a mailed request to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.


Assessment Methods: A schedule will be provided in Blackboard for the semester of enrollment in the course. All times are based on the Mountain Time Zone.

Complete each module which contains PowerPoint slides, discussions, written assignments, and exams. It is important that modules are completed in order and completely finished before proceeding to the next module.

Additional Instructions and Information: I prefer that you communicate with me via email at either my gmail address listed above or you may use the email or message feature of Blackboard. Please use only your assigned ASU grizzlies email, not a personal email account. You should check the announcements, email, and messages on a regular basis for information that I provide for you as needed. Learning Modules are set up for each chapter and include PowerPoint slides and links to discussions and exams. I will respond to your email/messages within 24 hours after receiving them; grades for assignments will be posted within one week after completion, and grades for assessments (exams) will be posted.
immediately. The Final Exam for this course is closed book and requires completion of the Examination Request form prior to the password being provided to the selected proctor. This form is in Blackboard under Syllabus and Information.

Technical Requirements

A complete overview of the technical requirements and software for this course can be found here. Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

Accessing Library Resources

Students enrolled in this course can utilize the Adams State Nielsen Library from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to http://www.adams.edu/library/databases/databases.php.

Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the BUS 480 syllabus-ES 4

Adams State Website (http://www.adams.edu). Some of the highlights are:

Records Office - Campus contacts available to help you through the registration process.

Computing Services - Technical assistance.

Disability Services Handbook - Student Services can arrange assistance for students with special needs or disabilities.

Academic Calendar - Keep track of important dates.

The Paw Print- Adams State Student Newspaper.

Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the Student Handbook.

For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the Student Handbook.
Extended Studies Policies and Procedures

To view the Extended Studies Policies and Procedures go to,
https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf

Course Evaluation

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

Getting Started

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Respond to the Discussion Forum to introduce yourself.
3. Proceed to Module One.

"If you require ADA accommodations because of a documented disability (accommodations obtained through ASU’s Disability Services/Diversity), or if you have emergency medical information to share with me, or if you need particular arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. If you have a disability and require accommodations as identified by the American Disabilities Act of 1990 or Section 504 of the Rehabilitation Act of 1974, please contact ASU’s Office of Disability Services/Diversity. The Office of Disability Services/Diversity coordinates services, provides reasonable accommodations, and serves as a resource for students, faculty, and staff. If you have questions or concerns regarding disability support services, we encourage you to contact the Office of Disability Services/Diversity located at Nielsen Library Rm. 136 or call (719)587-8226."

Syllabus subject to changes as announced via Blackboard.