BUS 480 – GLOBAL BUSINESS STRATEGIES

SYLLABUS

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     1 (719) 568-2501 (Cell with voice mail)
Address: 379 Liberty Point Place
             Pueblo West, CO 81007

COURSE DELIVERY:
Print-Based Correspondence Course

CREDIT HOURS:
Three Semester Hours

PREREQUISITES:
BUS 207, BUS 208, BUS 361, BUS 363, ECON 255 with a grade of “C” or better, and Senior Status.

COURSE TIME LIMITS:
A minimum of six weeks and a maximum of one calendar year (from the enrollment date) is the established time frame available for completion of the course.

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

Use Section Number: 591 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:
BUS 480 – GLOBAL BUSINESS STRATEGIES

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. You will learn how a modern organization deals with all the 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:

Upon successful completion of this course, the student will be able to:

1. Understand the importance of well thought out plans to the long term success of a company.
2. Analyze a company’s business situation.
3. Develop strategic options and to formulate an effective plan.
4. Integrate the knowledge learned in earlier business courses.
5. Utilize a structured approach to analyze an existing situation to serve as a tool for development of plans.
6. Effectively communicate, in writing and orally, plans and the rationale for those plans.

COURSE REQUIREMENTS:

Your first assignment is to notify the instructor that you have thoroughly read the syllabus and all related course materials. This notification can be by email or letter.

Academic Integrity/Academic Dishonesty Statement: You are required to read and accept the Academic Integrity/Academic Dishonesty statement, located in the Course Instructions section of this Study Guide. While this is not a graded assignment, it must be completed and returned to your instructor with your first assignment submission.

Unless the instructor is on vacation you can expect a response/feedback on assignments and exams within one week and usually it will be a much shorter time.

There are three extended lessons for this course each requiring a case analysis, three proctored exams, and a course project.
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Each Case Evaluation should follow the same basic outline:
- Brief history
- Current or upcoming Challenges
- Possible Solutions
- Your management recommendations for the future
- Summary/Conclusion

There is no specified page limit but the evaluation should be complete in all aspects.

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.

STUDENT RESEARCH PROJECT: You will function as an outside consultant hired to develop 1) a company PROFILE, 2) ANALYZE the company, and 3) provide detailed RECOMMENDATIONS to the owners or directors of the company. Make certain you present your report in these three separate steps and not try to combine them.

You may select any company you choose. This can be a company you work for IF they will release sufficient information for your use (some companies won’t release any detailed information). I have had students do such a good job in evaluating the company they work for that they received promotions based on their recommendations. One who was to be “pink slipped” was actually moved to corporate headquarters with a significant pay increase.

You may also choose a company you are planning to send a resume to. This can give you a major advantage in the interview process.

If you choose a company you are not personally familiar with I recommend you select a major company such as IBM, 3M or Walmart since much more information has been printed about them in magazines and newspapers, especially in the Wall Street Journal. Please DO NOT rely only on their web sites!

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.

Educational Testing Service (ETS) Major Field Test for Business Exam: All Adams State University Business degree-seeking students ONLY are required to take the ETS Business Program Assessment Examination. This is a 2 hour face-to-face proctored exam that you should schedule to take in the second half of the course (after Exam 2).

If you are not seeking a Bachelor’s degree in Business you are not required to take this exam.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.
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GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Percentage</th>
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<tr>
<td>Three written case assignments</td>
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<tr>
<td>Three exams</td>
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<td>60%</td>
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<tr>
<td>Student Research Project</td>
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<tr>
<td><strong>TOTAL POSSIBLE POINTS</strong></td>
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Grade Scale:

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<td>600 to 699</td>
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<tr>
<td>599 points and below</td>
<td>59% and below</td>
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ADA STATEMENT:
Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

ACADEMIC INTEGRITY:
In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one’s academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for
more information including the student handbook: Academic Integrity at Adams State University.

All written work is subject to plagiarism detection software review.

**STUDENT IDENTITY VERIFICATION:**

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

**EXAMINATIONS:**

Please refer to the Guidelines for Proctored Exams and submit your Exam Request Form three weeks BEFORE you plan to take the exam.

**Important: THIS COURSE SYLLABUS IS THE POLICY OF THIS COURSE. YOUR GRADE WILL BE DETERMINED, IN PART, BY YOUR ADHERENCE TO THIS POLICY.**