

**Athabasca University**  
**Course Outline**  
**ADMN 404 - Business Policy**

<b>Term:</b>	January 2008	
<b>Location:</b>	Grande Prairie Regional College	<b>Room:</b> B 304
<b>Instructor:</b>	Bill Corcoran	
<b>Office:</b>	H-108	
<b>Phone:</b>	539-2735 (Office)	
<b>Email:</b>	bcorcoran@gprc.ab.ca	
<b>Office Hours:</b>	By appointment because I'm prone to wandering	
<b>Delivery mode:</b>	Grouped Study	
<b>Credits:</b>	3 - Applied Studies	
<b>Prerequisite:</b>	Professor approval and completion of all other courses in the respective program.	
<b>Centre:</b>	School of Business	
<b>Challenge:</b>	ADMN 404 is not available for challenge.	

**Overview**

ADMN 404 is a three-credit required course in all business degree programs offered at Athabasca University. It is equivalent to a one-semester course at a conventional university.

ADMN 404 is intended to help students integrate the functional expertise they have developed in areas such as accounting, finance, management, marketing, and production. Concepts and tools acquired from these functional areas provide the basis for approaching strategic problems from a holistic perspective.

General managers run businesses. They are responsible for the overall direction and success of their business units in a competitive environment. Therefore, the point of view taken in this course is that of a general manager.

## Outline

Lesson 1: The Strategic Management Process

Lesson 2: External Analysis

Lesson 3: Internal Analysis: Competitive Advantage and Functional-Level Strategy

Lesson 4: Business-Level Strategy

Lesson 5: High Technology and Global Strategy

Lesson 6: Corporate-Level Strategy (Part One)

Lesson 7: Corporate Strategy; Diversification, Acquisitions, and Internal New Ventures

Lesson 8: Corporate Governance, Ethics, and Control Systems

Lesson 9: Implementing Strategy in a Single Industry

Lesson 10: Implementing Strategy across Industries and Countries

## Schedule

**Wednesdays from 4:00 P.M. to 6:50 PM**

Week	Date	Other	Chapter	Lesson	Assignment.
1	9-Jan-08	Introduction	C1	L1	
2	16-Jan-08	Reading 1	C2	L2	
3	23-Jan-08*	Class Re-scheduled			
4	30-Jan-08	Reading 2	C3/C4	L3	
5	6-Feb-08		C4/C5	L3/L4	
6	13-Feb-08		C5/C7	L4/L5	A1 Due
7	20-Feb-08	<b>Reading Week</b>			
8	25/27-Feb-08*		C8	L5	Mid Term
9	5-Mar-08		C9	L6	
10	12-Mar-08**		C10	L7	
11	19-Mar-08		C11	L8	
12	26-Mar-08	Reading 3	C12	L9	A2 Due
13	02-Apr-08	Reading 4	C13	L10	
14	09-Apr-08	Catch Up and Review			A3 Due
15	TBA 14-24 April		FINAL EXAM (schedule by registrar)		

All dates are tentative and may change due to unforeseen events as the term progresses.

\*The Jan 23 class will be re-scheduled to Feb 25 – time and room TBA

\*\*The Mar 12 class will need to be re-scheduled – date, time, and room TBA

**Penalty for late submissions: 10% per day**

**Expectations:**

There is a great deal of material to be covered in this course – you need to be prepared for each class by doing the reading ahead of time.

You will be responsible to present the material from one text chapter or assigned reading to the class. (See below for details.)

The assignments and exams are set by AU. In addition, the mid term and final exam will be graded by an AU marker.

**Evaluation**

To receive credit for ADMN 404, you must achieve a course composite mark of at least a “D” (50 percent) (based on all three written assignments, the Lesson Presentation, and both examinations) and a mark of at least 60 percent on each of the examinations. Weighting of the composite mark is as follows:

Assign 1	Assign 2	Lesson Presentation and Summary	Assign 3	Mid- course Exam	Final Exam	Total
10%	10%	15%	15%	25%	25%	100%

To learn more about assignments and examinations, please refer to Athabasca University's online Calendar <http://www.athabascau.ca/calendar/page07.html> .

**Lesson Presentation and Summary:**

Early in the course, you will be assigned either a text chapter or assigned reading to present to the class. This assignment will consist of both an oral presentation in class and a brief written document which will be distributed to each class member. Specific details and dates for these presentations will be forthcoming.

**Examinations:**

Students must be prepared to allow three hours for the midterm examination and three hours for the final examination.

The use of handheld computers (PDA's etc.) will not be allowed during examinations unless specified. Students receiving or placing cell phone calls, receiving or sending text messages will be asked to leave the room and may be assessed a grade of zero as well as other penalties as specified by Athabasca University or determined by the instructor.

**Assignments:**

Assignments #1, #2 and #3 will be individual assignments. Details about the assignments are found in the student manual. Due dates are noted in the schedule and will be penalized at a rate of 10% per day.

All assignments are required to follow the basic rules of written communications in the English language using the APA style guide for format and citations.

### **Intellectual Ownership and Honesty**

Intellectual honesty (sometimes called Academic Honesty) is a philosophy that demands that you acknowledge the contribution of others in scholarly writing and research. To claim contributions and ideas of another as your own, is cheating and deprives you and others of the opportunity and challenge to learn. Therefore, Athabasca University insists on intellectual honesty in scholarship.

For a full description of intellectual ownership and honesty please refer to the following site:

<http://www.athabascau.ca/studserv/inthonesty.htm>

### ***Plagiarism***

In order to avoid representing the ideas, facts or phrasing of others as your own, you must learn to recognize plagiarism. It is common for novice researchers to commit plagiarism without even knowing it. The result can be very serious if you plagiarize, whether intentionally or not. You will jeopardize your learning, risk failing and even expulsion. Moreover, you will undermine the mutual trust upon which educational institutions rest.

Here are three examples of plagiarism:

1. If you fail to indicate that material is quoted by enclosing the material in quotation marks.
2. If you do not acknowledge the source of a direct quotation within the text of the paper, in footnotes, on the Works Cited or Reference page, or if you do not identify the correct source of a quotation.
3. If you included paraphrased or summarized information (that is not generally accepted as "common knowledge") and do not acknowledge its source.

### ***Cheating***

In a test or exam:

- Obtaining information from another student or an unauthorized source.
- Providing another student with information.
- Pretending to be another person or having another pretend to be you.

In a course:

- Submitting material for credit that has already been given credit in another course (or the same course at a previous time), without the approval of the professor.
- Submitting information or material in a course that you know to be false.
- Submitting co-authored work without the knowledge and agreement of all authors, as well as the approval of the professor.

**Grade Scale:**

This course uses the most recent Grade Scale as approved by Athabasca University's Academic Council.

Percentage Range	Alpha Grade Assigned
90-100	A+
85-89	A
80-84	A-
76-79	B+
73-75	B
70-72	B-
67-69	C+
64-66	C
60-63	C-
55-59	D+
50-54	D
0-49	F

**Course Materials****Textbook**

Hill, C.W.L., and Jones, G.R. (2004). *Strategic management: An integrated approach*. (6th. ed.). Boston: Houghton Mifflin. ISBN 0-618-49771-4

**Reading File**

The print Athabasca Reading File contains assigned readings from various sources beyond the course textbook.

**Other materials**

Students will access all other course materials online.

Bill Corcoran  
Grande Prairie Regional College  
December 4, 2007