

**KING FAHD UNIVERSITY OF PETROLEUM & MINERALS  
COLLEGE OF INDUSTRIAL MANAGEMENT  
DEPARTMENT OF MANAGEMENT & MARKETING  
MBA PROGRAM**

**MGT 580**

**BUSINESS POLICY  
Second Semester 2005-2006**

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**COURSE:** MGT 580 BUSINESS POLICY (Web CT Course)  
**TIME & LOCATION:** Sunday & Tuesday, From 05.00 – 06.15 PM (24//115)  
**INSTRUCTOR:** DR. SALEM M. AL-GHAMDI  
**OFFICE LOCATION:** 24/204  
**TELE:** 860-1143

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**TEXTBOOK:**

David, Fred, Strategic Management, 9<sup>th</sup> Edition, Prentice Hall, 2001.

**COURSE OBJECTIVES:**

Business policy (MGT 580) is the capstone, integrative course for graduating MBA students. This course focuses on how firms formulate, implement and evaluate strategies. Strategic management concepts and techniques such as internal assessment, external assessment, implementation issues, and how to control and evaluate strategies will be covered. Also, a general integrative coverage of basic business functions (most of which are covered in previous courses) will be included. Students will be required to apply their knowledge through teamwork on actual business cases.

**EXAMS:**

There will be two exams covering material in the textbook, lectures, and assigned readings. Questions in these exams will be of the objective and essay type.

**CASES:**

Team of 4 or 5 students will be formed to work on the assigned cases. They will submit written case analysis and make case presentation to the class. Further details are enclosed and will be discussed in class.

**PROJECT:**

Each group is required to write a policy case based on a local company. The group is abided by a structured format to be given by the Course Instructor. The information sources for the project can be of primary and/or secondary nature. You need to secure management consent to access company data. Once you have the instructor endorsement you can start collecting the information needed.

**CLASS CONDUCT:**

Students are expected to adhere strictly to all rules of attendance, punctuality and meaningful participation in class and in case presentations. Committing more than 6 absences will result in the "DN" grade as prescribed by KFUPM rules. For less than these 6 absences, one point will be deducted for each.

**COURSE GRADED COMPONENTS**

Exam 1	25%
Project	25%
Cases	25%
Exam-2	25%
	<b>100%</b>

\*Points for absenteeism will be deducted from the total.

**COURSE TIMELINE AND ASSIGNMENTS**

<b>WEEK</b>	<b>ACTIVITIES</b>
February, 12	Introduction & Orientation & Professor's handouts
February, 19	Ch. 1: The Nature of Strategic Management
February, 26	Ch. 2: The Business Mission
March, 05	Ch. 3: The External Assessment
March, 12	Ch. 4: The Internal Assessment
March, 19	Ch. 5: Strategies in Action
March, 26	Ch. 6: Strategy Analysis and Choice
April, 04	<b>Exam 1 (Chapter 1 – 5)</b>
April, 09	Ch. 7: Implementing Strategies: MGT. Issues
April, 16	Ch. 8: Implementing Strategies: MKT, FIN/ACCT, R&D & CIS
April, 23	Ch. 9: Strategy Control
April, 30	Project Presentation
May, 07	Project Presentation
May, 14	Case Discussions (2 classes)
May, 21	Case Discussions (2 classes)
May, 28	Case Discussions ( 1 class )

## **TEAM WORK AND CASE ANALYSIS AND REPORT**

### **I. TEAM WORK**

You will be working on your case analysis as a strategic team. Working as an effective team is part of the course. Every individual is required and is expected to work as an effective member of the team. The team as a whole and every member are expected to manage and coordinate their efforts and resolve their interpersonal problems and conflicts. Team members might be requested to evaluate each other with consequential effect on grades. If there is a complaint by any team member on the performance of the team as a whole, there will be a team member peer evaluation form to be filled

You are expected to participate in case presentations and discussion.

### **II. CASE ANALYSIS**

Unless you were instructed differently, these are the basic requirement of case analysis (Read pp.xviii-xxv).

1. Update the assigned cases
2. Identity and evaluate the firm existing mission, objectives, and strategies
3. Develop a mission statement for the organization if the mission is not Stated or requires changes or modifications.
4. Identify the key external opportunities and threats and construct The relevant matrices.
5. Identify the key internal strengths and weaknesses and construct the relevant matrices.
6. Develop a list of plausible strategies for the organization (use the necessary tools and matrices).
7. Recommend and justify the strategy (ies) that you think should be implemented by the organization.
8. Highlight the major issues that must be addressed in the implementation of the suggested strategy (ies).

PUT ALL OF THAT IN A WELL WRITTEN REPORT AND SUBMIT IT TO ME ON THE SPECIFIED DUE DATE. NO DELAYS ARE ALLOWED.

BE READY AND PREPARED TO PRESENT YOUR ANALYSIS WHEN YOU ARE CALLED UPON TO DO SO.

## **EVALUATION**

The major issues considered in evaluation the **content** are:

- Mission statement
- Thoroughness, accuracy, and dept of external analysis
- Identification and evaluation of alternative strategies using matrices
- Quality, feasibility, and relevance of recommendations
- Justification and support of recommendations

The major issues considered in evaluation the **delivery** are:

- Organization of presentation
- Professionalism of presentation
- Communication skills of team
- Use of time
- Handling of questions

**MGT 580: STRATEGIC MANAGEMENT****SECOND SEMESTER 2005-2006 (052)****Dr. Salem Al-Ghamdi, Associate Professor of Management****REQUIRES CASES**

<u>S.#</u>	<u>Case</u>	<u>Web Page</u>	<u>Case materials</u>
1.	GE's Two-decade	<a href="http://www.ge.com">http://www.ge.com</a>	European clearing co.
2.	Honda	<a href="http://www.honda.com">www.honda.com</a>	European clearing co.
3.	DELL	<a href="http://www.dell.com">www.dell.com</a>	European clearing co
4.	Starbucks	<a href="http://www.starbucks.com">www.starbucks.com</a>	European clearing co
5.	<del>Pinnacle Tech.</del> <i>McKusky Fund</i>		European clearing co

- Each group is responsible for dealing all cases
- Each group will do complete class participation for at least one case
- Each group will submit a written case analysis report for all case. You Have to abide by case analysis framework provided by your instructor.

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