

**COTSAKOS
COLLEGE OF BUSINESS**

**WILLIAM PATERSON
UNIVERSITY**

DEPARTMENT OF MANAGEMENT, MARKETING, AND PROFESSIONAL SALES
Course Syllabus

MGT4600 BUSINESS STRATEGY AND POLICY

Professor: Ana Siqueira, PhD

Winter 2022

Office: Valley 3055 Phone: 973-720-2755

Section 080, Online, Asynchronous

Office hours: by appointment

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CATALOG COURSE DESCRIPTION

This 3-credit course represents a case study approach to business decision-making that integrates functional and organizational disciplines. It examines a series of complex industrial situations in depth to determine, in each instance, the strategy and policies a firm should follow for its long-run survival.

ASSURANCE OF LEARNING GOALS

G1. Communication: Our students are able to communicate effectively, both orally and in writing, in a business context so they are prepared for a successful career in business (mission-related).

LO 1.1: Our students can communicate effectively by giving a presentation in one-on-one and/or one-to-many (supported with technology such as PowerPoint) that meets professional expectations for delivery, use of visual aids, and organization.

LO 1.2: Our students can communicate effectively via individual essays, short papers, business proposals, project reports, etc., that meet professional expectations for organization, spelling, grammar, general and business vocabulary use, and use of citations.

G4. Group Work: Our students learn to work in groups to be prepared for a successful career in business (mission-related).

LO 4.1: Our students actively participate in group projects.

LO 4.2: Our students apply basic interpersonal skills (e.g., collaboration, cooperation) in working with diverse teams.

G7. Business and Management Knowledge: Our students will be knowledgeable of core business concepts.

LO 7.1: Our students will demonstrate knowledge of core concepts in business disciplines.

LO 7.2: Our students will recognize the interrelation of the functional business areas.

SUGGESTED MATERIAL

Textbook

Thompson, A., Strickland, A., & Gamble, J. 2020. *Crafting and Executing Strategy: Concepts* (22nd edition). New York: McGraw-Hill/Irwin. ISBN10: 1260157377. ISBN13: 9781260157376. (Prior editions are also acceptable.)

PARTICIPATION AND STUDENT CONDUCT

Students will earn points by contributing their assessments and judgments to the course assignments and discussion boards. Students typically bring a wealth of knowledge based on their personal background and experience, which is valuable for course participation.

GRADING SCALE

Several assignments will be graded according to the following scale:

0-64	65-67	68-76	77-79	80-82	83-86	87-89	90-93	94-100
F	D	C- to C	C+	B-	B	B+	A-	A
Less than minimal	Minimal	Needs major improvement	Lacks key requirements	Lacks minor requirements	Meets requirements	Thorough	In-depth and insightful	Outstanding

GRADE SYSTEM

Grades are calculated using the system below.

Grade	Points	Note
A	94-100	
A-	90-93.9	
B+	87-89.9	
B	83-86.9	
B-	80-82.9	
C+	77-79.9	
C	70-76.9	
C-	68-69.9	
D	65-67.9	The lowest passing grade is 65
F	0-64.9	

COLLEGE POLICIES

Academic Integrity Policy

William Paterson University does not tolerate any act of academic dishonesty, intentional or unintentional.

A student who is involved in an academic dishonesty incident (as defined below) is subject to failure in the course for which the incident occurred.

Plagiarism

Plagiarism refers to representing words or ideas of another as one's own in any academic exercise without providing proper documentation of source.

Examples include, but are not limited to:

- Copying information from a source without using quotation marks and giving proper citation.
- Paraphrasing information from a source without giving proper citation.
- Representing another's intellectual work including but not limited to (1) audio- visual and computer based materials, slide presentations, computer files, (2) artistic compositions, graphic design, photographs, paintings and/or drawings.

It is the responsibility of the student to learn the correct APA method of documenting sources, which will allow you to incorporate the works of others into your papers, reports, and assignments. This information is available from the Library.

Facilitation

Facilitation refers to assisting any person in the commission of an academic integrity violation. Examples include, but are not limited to:

- Allowing another student to copy one's answers during an examination.
- Giving another student one's assignment or paper.
- Taking an examination or writing a paper for another student.
- Signing an attendance sheet for a student who was not present in class.
- Providing to another person an examination or portions of an examination prior or subsequent to the administration of the exam.

Cheating

Cheating refers to intentionally using or attempting to use unauthorized materials, information or study aids in any academic exercise.

Examples include, but are not limited to:

- Copying from another student's examination, homework assignment, computer program, report or project.
- Gaining or attempting to gain unauthorized access to examination materials.
- Using unauthorized notes, text or other aides during an examination or assignment.
- Looking at another student's exam before or during an examination.
- Possessing and/or using an electronic device that contains unauthorized information.
- Talking, whispering or using a cell phone during an examination.
- Submitting, without prior permission, any work submitted to fulfill another academic requirement at WPU or any other institution.
- Allowing another person to do one's work and submitting it as one's own.
- Having or providing unauthorized outside help when completing online tests or assignments.

Unauthorized Collaboration

Unauthorized collaboration is working with other student(s) without the instructor's permission in the preparation of homework assignments, take-home exams, term papers, research projects, reports or projects or otherwise failing to abide by the instructor's rules governing the academic exercise.

Fabrication/Misrepresentations

Fabrication refers to the falsification, misrepresentation or invention of any information, data or citation in any academic exercise.

Misrepresenting or tampering with or attempting to tamper with any portion of one's transcripts or academic record, either before or after coming to William Paterson University.

Examples include: forging a change of grade form, tampering with computer records, as well as falsifying or omitting academic information on one's application or resume.

STUDENT TECHNICAL SUPPORT

For information on student technical support, please visit:

https://bb.wpunj.edu/webapps/portal/execute/tabs/tabAction?tab_tab_group_id=10_1

FURTHER INFORMATION

Detailed information about the course, schedule of classes, and assignments is available for students enrolled in the course at Blackboard.