

## GBUS 440 Business Policy

**Credit Hours:** # 4

**Scheduled hours per week**

Lecture: #

Lab: #

Other: # Blended.

**Catalog Course Description:**

The capstone experience must be taken only in the last semester of the BSBA or BASBA. Course integrates Common Professional Component (CPC) and uses case studies and simulations. Major Fields Test (MFT) is required.

**Prerequisites:** Senior status, Admission to BSBA or BASBA, and open only to students in their last semester

**Corequisites:** list

**Course learning Outcomes:**

Upon completion of this course, the student should be:

- Able to think strategically about a company, its business model and position, how it can gain sustainable competitive advantage, and how its strategy can be implemented and executed successfully in a dynamic global marketplace.
- Able to craft business strategy, reason carefully about strategic options, use what-if analysis to evaluate action alternatives, make strategic decisions, and determine how to implement them in an effective manner.
- Able to use problem solving and decision making techniques and models to analyze, research, and implement solutions to situations as part of a team. Critical to the success of this class will be the skills in leadership, communications, negotiation, and evaluation.
- Understand and practice the use of several total quality management (TQM) techniques for facilitation of meetings and to aid in creative problem solving.
- Able to utilize all skills and knowledge learned in the “Common Professional Components” of the business core curriculum including the:
  - Technical skills of using computer software to assist in problem solving.
  - Analytical skills of accounting, finance, and quantitative analysis.
  - Theoretical and conceptual skills including economics, law, management, and marketing.
  - Communication skills including both oral and written.
- Able to discuss current events and topics that are relevant in the business world, drawing upon current literature and journals for information.
- Utilize all appropriate software and online programs for use in case analysis and in real-world situations.
- Prepared to successfully integrate with various business environments as a professional.

**Topics to be studied:**

Case analysis for assigned real-world companies will require analysis and study of the following topics for each case:

**Overview.** Business model, primary strategy chosen and executed, target audience demographics and profile, brief company background/history.

**Current Situation and financials.** Issues currently facing the company, the company's overall financial health.

**Industry and Competitive Analysis.** Nature of the industry in which your company competes including demonstration of use of appropriate analysis tools. Analysis should include SWOT, Porter's Five Forces, Competitive Strength Analysis, and BCG Group Map.

**Recommendations:** Make concrete and bold recommendations for action.

Documentation: Works Cited using APA style – In-text and Works Cited page.

Students will demonstrate understanding and analysis by working with a team to produce an Executive Summary paper and present the material in the "Senior Presentation" before an audience of the college community.

**Relationship of course to program outcomes:**

What program outcomes are being met by this course?

*As the capstone experience course, every program outcome will be assessed as follows:*

**Special projects or requirements of the course:**

Online simulation of running a business that involves competition with teams within the class at WVU at Parkersburg and competitors from other student teams in colleges around the world.

**Additional information:**

Anything else that may be useful

**Prepared by:** Professor Pam Braden

**Date:** February 3, 2012