

Registrar
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GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

F 1989-90

BA 200 - SEMINAR IN BUSINESS POLICY

- TEXT: In Search of Excellence, Thomas J. Peters and Robt. H. Waterman, Jr., Fitzhenry and Whiteside Ltd., Toronto, 1982, paperback
The Renewal Factor, Robert H. Waterman, Jr. Bantam, 1988
Stratplan Participants Guide, Roy W. Hinton and Daniel C. Smith, Prentice Hall, Englewood Cliffs, N.J., 1985
- PREREQUISITE: It is assumed that students in this course will have completed approximately fifteen courses towards a Diploma. Any student who is not at this stage in the program requires the permission of the instructor.
- COURSE DESCRIPTION: This course attempts to integrate the many facets of business by exposing students to a business game, feasibility study, strategic planning models and case studies. In-class time will be offered to these projects and to lectures/seminars in management processes.
- COURSE OBJECTIVES: This course has many diverse objectives:
- 1) To serve as a capstone experience ie. to integrate methods and insights from other disciplines.
 - 2) To acquaint students with management roles and in particular with strategy formulation and implementation. The necessity of taking a global perspective will become obvious as the course progresses.
 - 3) To involve students in two major projects designed to actively engage them in real life risks and opportunities. These projects themselves must be managed and as such provide a laboratory to test and use class developed concepts.

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- COURSE OBJECTIVES:
- 4) To be of service to the College and/or community via project work.
 - 5) To hone group work skills and to appreciate the necessity of pooling and integrating a diversity of talents and skills.
 - 6) To foster leadership skills.

GRADING	Feasibility Study	50%
	Business Game	25%
	Seminar Leadership	20%
	Seminar Contribution	5%
		100%

COURSE CONTENT:	The structure I envisage is:	
	Feasibility Study	- 1.5 hours/week
	Business Game	- .5 hour/week
	Lecture/Seminar	- 1.0 hour/week

- NOTES:
- 1) Guidelines for Feasibility Study attached. This is a major project demanding sustained and substantial effort. It is due the Friday before the second last week of classes. Ample in-class time will be provided for group meetings. Marks will be derived as follow:

Written Report: 90% (90% of 50% = 45 marks)
Oral Defence: 10% (5 marks)

N.B. Peer evaluations will be required and may impact marks of individuals.

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- 2) Business Game: see attached handout
- 3) Seminar Leadership: Each student will be expected to lead 2 small group discussions based on text chapters. See attached handout.

Please note the following:

- 1) Late assignments will be docked 10% per school day late and will not be marked after the third day late. Exceptional circumstances may warrant exceptions to this rule so please keep me informed.
- 2) Under no circumstances will business game input forms be accepted late.
- 3) Owing to the size of the project and my desire for quick feedback to students, the feasibility study must be typed.
- 4) Attendance will not be taken. Owing to the high proportion of group work in this course, I anticipate that peer evaluations will remedy any attendance problems. Classes will start on time.
- 5) Please don't be a stranger. My office hours are only a guide to my availability - feel free to wander in as you see fit.

FALL 1989
~~Winter 1988~~

BA 200
BUSINESS GAME
GRADING CRITERIA

The game will be graded as follows:

Overall Ranking:

1st	<u>10</u>	Marks
2nd	<u> </u>	
3rd	<u> </u>	
4th	<u> </u>	
5th	<u> </u>	
6th	<u> </u>	

Ranking Based On:

1) Stock Price	<u> </u>	8
2) ROI	<u> </u>	8
3) Shareholder Value	<u> </u>	8
4) Market Share	<u> </u>	8
5) Total Assets	<u> </u>	8
6) Profits	<u> </u>	8
	100%	

In addition a report valued at 15 marks will be due shortly after year 8. In it, please outline

- original strategy (ie. a summary of your "recipe for success" and why you anticipated it would work)
- review of the period (ie. how you did and why).
- revised strategy based on results and timetable for implementation

This report should be five-six typed pages (double spaced). Marks will be assessed on:

- insight into success/failure causes
- action plans to reinforce success/remedy failures
- general business acumen
- quality of Business English

FINALLY

Remember that this is a game of strategy and a definition of strategy is a timed sequence of conditional moves.

At least three overall suggestions come from this definition.

- i) The objective is to maximize six performance measures at the END of the game. Therefore, think and plan past the next year. (TIMED SEQUENCE)
- ii) CONDITIONAL means that strategies must be appropriate to reality. If your strategy is inappropriate, abandon it.
- iii) MOVES means that a uni-dimensional strategy is but a one-step strategy--certainly better than none at all but what happens if it fails? If you have no PLAN B then your overall strategy is weak.

eg. "Let's go for market share and buy factories."

is weaker than:

above and "and be prepared to liquidate factory if sales don't justify it."

SEMINAR LEADERSHIP

bearing in mind the course's title: "Seminar in Business Policy" and the need to enhance students' skills in providing leadership to small groups, each student will be required to lead two group discussion on the content of specified text chapters.

FORMAT

Group Size - 10 or fewer (this will help to diminish stress and allows for a dialogue)

Time Allowed - approximately 25 minutes

Marks - 10 x 2 i.e. two sessions valued at 10 marks each. Also, seminar contribution marks will be assessed by me to seminar participants over the course of the semester.

Texts - chosen because they are relevant, widely read in the business community and illuminating on the business/environment interface. Readability and interest were additional factors.

Responsibilities

a) Seminar Leader

The half hour assigned to you can be a worthwhile and enjoyable one for your audience or it can be boring, tedious and valueless. The only variables that govern this are the time, energy and thought that YOU put into preparation.

Let me suggest the following:

- 1) Know the chapter cold - underline, make notes in the margins, use numbering scheme etc.
- 2) Have the first minute memorized. After that, the terror subsides.
- 3) Have a plan but allow spontaneity if appropriate and valuable
- 4) Don't "wing it" - have questions, intro, conclusion in a package.

- 5) Use time - start and finish on time - if getting no response, be QUIET.
- 6) IF I say 1 word without your inviting me to do so, ask me to be quiet. This is your show to manage as you see fit.

7) Suggested Format

- | | |
|--|------------|
| i) <u>Introduction</u> - why relevant
- "teasers" | 2 minutes |
| ii) <u>Overview</u> - content and
"bottom line"
of chapter
- summation of author's
main points | 10 minutes |
| iii) <u>Discussion</u> - on implications
and applications
of text material
- on controversial
and confusing
text material | 10 minutes |
| iv) <u>Conclusion</u> - reiterate main
points | 1 minute |

8) Analyze Your Audience

- what are their information needs?
- what will be confusing, interesting to them?
- how bored will they be if I read this in a monotone? (VERY)
- will my enthusiasm be infectious? (YES)
- do they want me to "fall flat on my face and make a fool of myself?" (NO)

9) Seminar Participants

- 1) Read and think about the assigned chapters.
- 2) Be responsive to the requests and directions of the leader. Remember you, too, will be "sweating it out" at some point.