

SPRING 2007

**INTEGRATED BUSINESS  
POLICY AND STRATEGY**

PROFESSOR A'ISHA AJAYI

**COURSE DESCRIPTION****INSIDE THIS ISSUE:**

<b>COURSE GOALS</b>	<b>2</b>
<b>REGISTRATIONS AND SPECIAL NEEDS</b>	<b>2</b>
<b>PLEASE NOTE</b>	<b>2</b>
<b>COURSE SCHEDULE</b>	<b>3</b>
<b>ASSIGNMENTS</b>	<b>3</b>
<b>PAPER</b>	<b>4</b>
<b>EXAMS AND EVALUATIONS</b>	<b>5</b>
<b>ACADEMIC DISHONESTY</b>	<b>6</b>

An organization's strategy must be appropriate for its resources, environmental circumstances, and core objectives. The process involves matching the company's [internal resources (IT) and capabilities (quality management)] to the external business environment the organization faces.

Strategy formulation involves:

- Doing a situation analysis: both internal and external; both micro-environmental and macro-environmental.
- Concurrent with this assessment, objectives are set. This involves crafting vision statements (long term view of a possible future), mission statements (the role that the organization gives itself in society), overall corporate objectives (both financial and strategic), strategic business unit objectives (both financial and strategic), and tactical objectives.

These objectives should, in the light of the situation analysis, suggest a strategic plan. The plan provides the details of how to achieve these objectives. This course is designed to provide the student with a practical context within which the exploration of business strategy can be explored and better understood.

Through a series of lectures, assignments, and self exploration students will gain an insight into the complexities of crafting and implementing a business strategy with in domestic as well as international settings. In addition to traditional business models this course will focus on the ways in which strategy developments and implementation are applied to the world of e-commerce.

**STAYING IN TOUCH**

Class MIS 44285

Call #

Location - BSA A325

Duration - T, TH

2:15PM - 3:50PM

Email - amajayi@kent.edu

Phone - (330) 672-1151

Office hours - T, TH

5:15-7:00 PM

Other times by appointment

**REQUIRED TEXT****Strategic Management and Business Policy, 10/E**

Tom Wheelen, Wheelen and Associates, Saint Petersburg, Florida  
David Hunger, Iowa State University

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## COURSE GOALS

- Provide the students with a comprehensive overview of strategy development, implementation and assessment.
- Provide the student with exercises which will develop analytical and critical skills in understanding the role of strategic planning in modern global commerce.
- Team and other collaborative experiences provide an opportunity for students to interact to solve problems and complete exercises.
- Completion of strategic and SWOT analyses.

## REGISTRATION AND SPECIAL NEEDS

Students attending the course who do not have the proper prerequisite risk being deregistered from the class.

Students have responsibility to ensure they are properly enrolled in classes. Should you find an error in your class schedule, please refer to the Registrar's homepage for deadlines and procedures to correct errors. If registration errors are not corrected by the specified dates and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you **will not** receive a grade at the conclusion of the semester for any class in which you are not properly registered.

Students with disabilities: University policy 3342-3-18 requires that students with disabilities be provided reasonable accommodations to ensure their equal access equal access course content. If you have documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Access Services (contact 330-672-3391

## PLEASE NOTE

Please note that the instructor reserves the right to alter any or all elements of the course as deemed necessary. The following expectations are in effect for the duration of this course.

- Students will undertake this course with levels of seriousness and commitment equal to my own; i.e., that each of us will approach the readings and related assignments professionally.
- All of us will come to class prepared to question each other (including me) in receptive and respectful ways.
- Students will take pride in their ability to reflect upon, analyze, formulate, and represent their ideas, beliefs and positions in ways which exemplify their best work.
- Students will attend all classes as active participants. Students will need to arrange to obtain lectures or handouts from the instructor during office hours; not by email or phone.
- Each student is asked to assess their respective personal and professional circumstances and honestly determine if they can commit the time necessary to complete the course.
- No late assignments are accepted for any reason. A grade of zero will be posted.
- No exams will be rescheduled.
- Business or personal travel are not acceptable reasons for absences or rescheduling class elements or assignments.

**COURSE SCHEDULE**

Course Schedule			
Week	Lecture Topic	Reading - Text	Assignment
1	The Information Age in Which you Live: Changing the Face of Business	1	
2	Major Business Initiatives: Gaining Competitive Advantage with IT	2	
3	Database and Data Warehouses: Building Business Intelligence	3	
4*	Decision Support and Artificial Intelligence: Brainpower for Your Business	4	
5	Electronic Commerce: Strategies for the New Economy	5	
6	Systems Development: Phases, Tools, and Techniques	6	
7*	Enterprise Infrastructure and Integration: Building the Dynamic Enterprise	7	
8	Protecting People and Information: Threats and Safeguards	8	
9	Emerging Trends and Technologies: Business, People, and Technology Tomorrow	9	
10*	Managing IT Projects	10	
11	ITIL - Information Technology Infrastructure	11	
12	BPM - Business Process Management <b>Take home exam distributed</b>	12	
13	Managing High Technology <b>Take home exam due</b>	13	
14	Cyber Crime		
15	Ethical Issues in the Information Age		

- Exam 1 2/08/07 Chapters 1-3
- Exam 2 3/01/07 Chapters 4-6
- Exam 3 3/22/07 Chapters 7-9
- Exam 4 4/19/07 Chapters 10-13
- Projects Due 4/26/07
- Final Exam TBA

## **ABOUT THE PROJECT**

## **EXAMS**

Four exams and a final are required as part of this course. These elements are designed to test the student's mastery of lectures, readings and theory related to the disciplines of communications and networking. The following question formats will be used on exams:

- Fill-in or short answer
- Matching
- Multiple choice
- Acronyms

Please note that the instructor will return each exam no later than 1 week from its scheduled date. The instructor will not answer any questions during the exam. No make-ups or rescheduling of the exams is permitted. A grade of 0 will be given if an exam is missed. There will be no exceptions to the aforementioned points.

## **FROM THE INSTRUCTOR**

### PageOut

A site has been created on PageOut for this course. Periodically articles, the course outline and other materials will be posted there. You may also use this platform to share information with other members of the class. To access PageOut - [www.pageout.net](http://www.pageout.net)

### Textbook Web site:

[www.prenhall.com/wheelen](http://www.prenhall.com/wheelen)



**EVALUATION CRITERIA**

Points	Grade	Meaning of the grade
97-100	A	Clear articulation of concepts, issues and application skills. Possesses high level content knowledge and ability to apply it to the field.
92-96	A-	
87-91	B+	Needs improvement in content knowledge and articulation. Sound knowledge of concepts.
82-86	B	
77-81	B-	
72-76	C+	Lack of articulation of concepts, content knowledge or ability to apply them to the field.
67-71	C	
62-66	C-	
57-61	D+	
52-56	D	
55-BELOW	F	No recommendation for student's continuation in the program.

<b>How am I graded?</b>	
<b>Element</b>	<b>Percentage of total grade</b>
Exams	30%
Project	35%
Final Exam	35%
<b>Total</b>	<b>100%</b>

**LET'S LEARN TOGETHER!**

## **ACADEMIC DISHONESTY**



You are encouraged to work together and help one another learn the material, but all submissions must be your own unique work (or those of your team for team projects). Cheating, plagiarism, copying and other behavior that is contrary to University standards will not be tolerated.

Any students found guilty of such offenses will be given a grade of "F" as a final grade. Additional penalties may be imposed; these will be determined on a case-by-case basis. Any student aiding another student will be considered to be an accessory and will be subject to the same penalties.

**KENT STATE UNIVERSITY**

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