

**California Polytechnic State University
San Luis Obispo
Orfalea College of Business
Winter 2014**

Course Nbr: BUS 401

Course Title: General Management & Strategy

Email: jsena@calpoly.edu

Instructor: Jim Sena

Office: 03-447

Phone: 756-5318

Bus 382-03	Tue & Thu	9:00 – 11:00	03-204
Bus 401-02	Tue & Thu	12:00 – 2:00	03-113
Office Hours	Wed	8:00 – 11:00	

Catalog Description

Application of interdisciplinary skills to business and corporate strategy formulation and implementation. Analysis of interdependence between external environment and internal systems. Focus on responsibilities, tasks, and skills of general managers, including socially responsible behavior and governance..

Required Text and Material

STRATEGY BUS 401 Summer 2013-EBOOK

Author: SENA **Edition/Year:** 13

Retail Price: **\$88.24**

ISBN#: 9781121879508

Used Price: **\$66.25** (subject to availability)

CHOOSE 1 OF 2

STRATEGY BUS 401 Summer 2013

Author: SENA **Edition/Year:** 13

Retail Price: **\$131.75**

ISBN#: 9781121878372

Used Price: **\$99.00** (subject to availability)

CHOOSE 1 OF 2

COURSE CONDUCT AND LEARNING OBJECTIVES

The course will consist of two studio-based presentations per week

The student will:

1. Addresses the broad question: "What is strategic management?" –and -- address the four key attributes of strategic management:
2. Discuss the strategic management process .including analysis, formulation, and implementation providing the framework for the overall organization of the typical business at both the business land corporate level.

3. Examine the vital role of corporate governance to ensure that the actions of a firm's management are consistent with the goals of its owners—the shareholders.
4. Address the interrelated factors in the business environment—globalization, technology, and intellectual capital creating a need for a strategic management perspective throughout the organization.
5. Discuss the need for organizations to attain consistency in their vision, mission, and strategic objectives. Collectively, they form a hierarchy of goals.
6. Apply knowledge to identify opportunities and solve business problems
7. Demonstrate effective written communication skills
8. Demonstrate effective participation in teams

Method Of Evaluation

- Written tests, Exercises and Assignments, Research & Case Studies, Oral Presentations, Experiential activities
- In-class time will include topical lectures/discussions, use of audio-visual materials and question and answer sessions. The activities will include demonstrations, student work on processes, and case study(s) analysis and group work solutions.
- Direct student involvement in the specific processes being accomplished follows the Cal Poly tradition and gives the student the best understanding of the content.

Grade Basis:

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Participation	5%	A	94.5 - 100
Tests	40%	A-	89.5 - 94.5
Team Presentation (Team and Individual based)	15%	B+	86.5 - 89.5
Exercises (Drop lowest grade)	25%	B	83.5 - 86.5
Assignments (Team & Individual Based)	15%	B-	79.5 - 83.5
	100%		