

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

**Course Nbr:** BUS 401

**Course Title:** General Management & Strategy

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**Instructor:** Jim Sena

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Bus 382-02	Tue & Thu	12:00 – 2:00	03-113
Bus 401-04	Tue & Thu	9:00 – 11:00	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 and 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:**

<b>Grade Basis:</b>		
Participation	5%	
Test	25%	
Quizzes	25%	
Team Presentation (Team & Individual based)	15%	
Exercises	25%	
Assignments	5%	
	100%	

A	94.5 - 100
A-	89.5 - 94.5
B+	86.5 - 89.5
B	83.5 - 86.5
B-	79.5 - 83.5
C+	76.5 - 79.5