

COURSE SYLLABUS

Chaminade University
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Spring 1999 MGMT 415 Policy
Text: Strategic Management
7th Edition 1999
Author: Fred R. David

COURSE OBJECTIVES

1. **To develop student insight and understanding of management issues and problems from a corporate perspective.**
2. **To broaden student experience and awareness of recognized corporate strategies and planning techniques and the varying appropriateness of these approaches.**
3. **To allow students to utilize previously learned business knowledge in real situations and to explore the practical application of these techniques.**
4. **To create a course environment that stimulates individual growth, teamwork, independent thinking and creativity.**

COURSE STRUCTURE

1. **Readings from the text, supplemented with various journal articles and other materials applicable to the course.**

Classroom discussions focusing on appropriate experiences and cases to expand and enhance understanding of the concepts reviewed.

3. **Experiential and practical application of learning to case studies.**
4. **Open expression of ideas and participation is expected in all classroom discussions and required for the successful completion of the course.**

ASSIGNMENTS

1. **Readings from the text and supplemental materials are required to be read in preparation for classroom discussions.**
2. **Case studies must be prepared in advance by all students to maximize the learning experience.**
2. **Students will form teams to complete a detailed company analysis and presentation that is a significant part of their grade in this course.**

GRADING

Weekly Preparation/Participation	15%
Written Case	10%
Company Presentation	30%
Midterm	25%
Final	20%

MGMT 415 BUSINESS POLICY

SPRING EVENING PROGRAM 1999

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DATE	READINGS	CASE(S)
4/8/99	Chapters 1-2	Wal-Mart Circus Circus
4/15/99	Chapters 3-4	Banc One Corp. Greyhound Lines
4/22/99	Chapter 5	Central United Methodist Church Audubon Zoo
4/29/99	Chapter 6	Harley-Davidson, Inc
5/6/99	MIDTERM	
5/13/99	Chapter 7	Avon Products, Inc.
5/20/99	Chapters 8-9	Swisher International Group H. J. Heinz Company
5/27/99	Chapter 10	America Online, Inc. Nike, Inc.
6/3/99	COMPANY PRESENTATIONS	
6/10/99	FINAL EXAM	