

BUSINESS POLICY AND STRATEGY (BPS)

BPS 516 Corporate Social Responsibility 3 Credit Hours

The focus of this writing intensive interdisciplinary course will be on covering the perspectives that form the context for business: the pressure from changing ethical and global issues; the influence of political, social, legal and regulatory, environmental, and technological issues; and the impact of diversity on the organization. These issues will be addressed from the viewpoint of the various stakeholder groups that impact a business including shareholders, employees, customers, community (including the global community), and the natural environment.

Restriction(s):

Can enroll if Class is Graduate

BPS 535 Strategic Planning and Decision Making 3 Credit Hours

To study management of the business in relationship to its external environment. Emphasis is on strategic analysis, strategy formulation, and strategy implementation. Topics include: the strategic management process; developing a strategic vision; setting objectives; company, industry, and competitive analysis; strategic analysis and competitive advantage; crafting strategy at the functional, business, corporate, and international levels; designing the organizational structure; and designing operational policies and procedures, and reward systems.

Prerequisite(s): ACC 505 and FIN 531 and MKT 515 and OB 510 and (EMGT 520 or IMSE 580 or OM 521)

Restriction(s):

Can enroll if Class is Graduate

BPS 585 Managing Strat Innov & Change 3 Credit Hours

This course examines how even well-designed, highly capable organizations fail to deal with the challenges of technological and industry changes if they do not pursue strategies that fit the moving competitive landscape. Emphasis is placed on developing a systematic understanding of the challenges involved in weaving together organizational components to create an organization that is capable of enacting successful competitive strategies, for nurturing, sustaining and exploiting innovation. The course will offer in-depth coverage of changes that ought to be made in various functional areas, marketing, finance, human resources etc., by building up and building on consistent capabilities of the company, while adapting to and exploiting competitive openings that new technologies may provide.

Prerequisite(s): ACC 505 and OB 510 and MKT 515 and FIN 531

Restriction(s):

Can enroll if Class is Graduate

*An asterisk denotes that a course may be taken concurrently.

Frequency of Offering

The following abbreviations are used to denote the frequency of offering: (F) fall term; (W) winter term; (S) summer term; (F, W) fall and winter terms; (YR) once a year; (AY) alternating years; (OC) offered occasionally