

# BUSINESS POLICY AND STRATEGY (BPS)

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## Course Descriptions

### **BPS 516 Stakeholder-Centric Management 3 Credit Hours**

The focus of this interdisciplinary course is the relationships between organizations and their stakeholders, including suppliers, employees, shareholders, customers, as well as the communities and natural landscapes within which companies pursue their aims. The course facilitates students in examining various stakeholders' interests, identifying potentially conflicting objectives, and collaboratively creating ethically sound choices. Stakeholder relationships are studied in the context of political, social, environmental, technological, legal and regulatory shifts. The course considers these shifts from both global and local perspectives. This course prioritizes effective professional communication, with strong emphasis on writing and discussing. (F, W).

#### **Restriction(s):**

Can enroll if Class is Graduate

### **BPS 535 Advanced Strategy in Action 3 Credit Hours**

This application-based course is writing intensive and focuses on managing organizations. The perspective taken is that of the chief executive officer. Emphasis is on strategic analysis, strategy formulation, and strategy implementation. Topics include: the strategic management process; mission and purpose; external and internal analysis; aligning strategy at the functional, business, corporate, and international levels; and organizational structure and rewards.

**Prerequisite(s):** ACC 505 and FIN 531 and MKT 515 and OB 510 and (EMGT 520 or IMSE 580 or OM 521) and (BA 510 or BA 520 or BPS 516) and (BE 583 or FIN 655 or MKT 622 or OB 610) and (BA 605 or BA 607 or BA 611 or BA 616)

#### **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