

BUSINESS POLICY AND STRATEGY (BPS)

Course Descriptions

BPS 441 Small Business Management 3 Credit Hours

This course explores the fundamental processes of starting and managing a small business; it will survey a number of business disciplines required to effectively manage small enterprises. Topics covered include modes of business entry, business planning, customers & marketing, and managing growth. The course will culminate in the development and presentation of a comprehensive business plan for a new or small business. (YR)

Prerequisite(s): BA 320 and BA 330 and ACC 299

BPS 451 Strategic Management 3 Credit Hours

This course is intended to be a comprehensive and integrative capstone course for the undergraduate business student. The central focus of this course is strategic management as opposed to the functional orientation that the student has experienced in most of his/her previous courses. Emphasis is on strategy formulation and implementation.

Topics covered include the analysis of a company's external and internal environment; the development of a strategic vision and organizational objectives; the design of strategy at the functional, business, corporate, and international levels; and the creation of the organizational structure, operational policies and procedures, and reward systems.

Prerequisite(s): FIN 401 and (MIS 310 or ITM 310 or ISM 310 or ACC 380) and OB 354 and MKT 352 and OM 300 and BA 330

Restriction(s):

Can enroll if Class is Senior

Can enroll if Degree is Bachelor of Business Admin

Can enroll if Attribute is

*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