



Lincoln University

Course Title	Business Policies	Instructor: Walter Kruz
Course No.	BA 290	Contact: wrkruz@lincolnuca.edu
Units	3 (45 lecture hours)	Office Hours: Sat 12-12:30PM
Class Hours	Sat 09:00-11:45AM	
Semester	Fall 12	

Textbook:

The High Performance Enterprise, Kruz et al, ISBN 141203104 - 4

Course Description:

Senior level integrating capstone course which provides the student with the opportunity to put into practice all the skills, disciplines, techniques and theories acquired in functional courses such as economics, operations management, marketing, finance, accounting, and management. Emphasis is on the case method of instruction and use of a business game. *Prerequisite: Senior standing*

Learning Objectives:

By completing the course, students will achieve a basic understanding of the knowledge necessary to improve business performance. Integration of concepts related to strategy execution, business process improvement, performance metrics development, and innovation management will enable the graduating student to participate in business performance improvement efforts in a professional environment.

Methodology:

This is a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams include questions from class discussions.

Students will benefit from using a laptop and calculator although these devices are not allowed during exams.

Standards:

Standards for this class are similar to those found in professional organizations. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning.

Project:

Project work is designed to familiarize students with the practices necessary to create and manage industry projects. Projects may be assigned individually or as a group. If as a group, grade is the same for all members. Drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced.

Testing:

Typically, the class will consist of two or three exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist of short answers related to the material being discussed and some mathematical problems. The exam format is usually closed book with no electronic devices allowed.

Grading:

Quizzes, homework assignments, exams, and the project allow students to accumulate points throughout the semester. These are added and compared against the total possible as a percentage.

Exams and Project are typically worth 100 points each (~ 75% of the total points). Homework and quizzes from 5-10 points (~ 25% of the total points). Assuming that 2 exams, one project, and 10 homework assignments are given, this will mean a total possible of 400 points can be accumulated. The student grade will be calculated as follows:

Grade = Student's score / Total possible points = %

A final grade is then assigned as follows:

95—100%	A
90—94%	A-
87—89%	B+
84—86%	B
80—83%	B-
76—79%	C+
70—75%	C
66—69%	C-
60—65%	D
Less than 59%	F

Classroom Protocol:

Classroom protocol is similar to the one students will find in a professional environment. Students are expected to arrive on time and be prepared to participate. Laptop use is allowed only for a class purpose. No cell phones allowed.

This is a proposed schedule. It may change according to class progress or student interests.

Module 1	Strategy Development and Execution	Lecture, exercises, Project Research
Module 2	Metrics Development	Lecture, exercises, Project research, Exam 1
Module 3	Business Process Improvement	Lecture, exercises, Project research
Module 4	Innovation Management	Lecture, exercises, Project research, Exam 2, Project Delivery

Faculty Information:

Dr. Kruz is a full-time industry consultant. His expertise includes operations, engineering, and project management in various industries. He actively conducts business research and is a member of various industry organizations.

Update:

July 27, 2012