**Course Overview**

Business Policy and Strategy is the capstone course for business administration majors. This advanced course is designed to provide students with a general management perspective of the total business enterprise. Students learn new strategy formulation, implementation, and evaluation concepts and techniques. Students use this new knowledge, coupled with knowledge acquired from other courses, to chart the future direction of different types of organizations. The course builds on previous courses in diverse functional areas to offer insights and analytical tools which a general manager needs to plan and implement successful business policies and strategies. The course emphasizes the practical application of business theory to business problems.

**Project Introduction**

Purpose

You will select a company and then identify and analyze a strategy for its growth into an overseas market.

**Course Objectives**

  Discuss the nature of strategy formulation, implementation, and evaluation activities.

  Describe the nature and role of vision and mission statements in strategic management.

  Discuss ten major external forces that affect organizations:  economic, social, cultural, demographic, environmental, political, governmental, legal, technological, and competitive.

  Discuss the importance of gathering competitive intelligence.

  Explain how to determine and prioritize a firm’s internal strengths and weaknesses.

  Explain how to develop a SWOT Matrix, SPACE Matrix, BCG Matrix, IE Matrix, and QSPM.

  Identify important behavioral, political, ethical, and social responsibility considerations in strategy analysis and choice.

  Explain market segmentation and product positioning as strategy implementation tools.

  Discuss the nature and role of research and development in strategy implementation.

  Explain how computer information systems can determine the success of strategy implementation efforts.

**Project Logistics**

There are four parts to the final course project. The first part of the project is the initial proposal, which will be submitted to the instructor for approval. The second part is research on opportunities and cultural challenges in the country you choose for your company’s expansion. Next, you will conduct a strategic audit on various areas. Finally, you will put it all together into a written analysis of your proposed strategic plan. A final presentation of the proposed plan will be the culmination of the project.

**Deliverables**

  Project Part 1: Project Proposal (requires instructor approval)

*Assigned: Week 2*

  Project Part 2: Cultural Exchange and Marketing Strategy

*Assigned: Week 4*

  Project Part 3: Strategic Audit

*Assigned: Week 6*

  Project Part 4: Final Proposal and Presentation

*Assigned: Week 8*

**Project Part 1: Project Proposal**

Assignment Requirements:

There are four parts to the final course project. The first part of the project is the initial proposal, which will be submitted to the instructor for approval. The first part of the project will identify the company of choice that will seek an expansion opportunity to an overseas area of choice. Be sure to identify the country and mode of entry. In addition, provide and introduction and overview of selected company along with an initial analysis of the growth opportunity.

Steps to complete Part 1

Introduction:

*Provide an introduction and overview of the selected company along with an initial analysis of the growth opportunity.*

Identify the following:

  Country of choice

  Mode of entry

Submission Requirements:

*Submit a two- to three-page Word document using 12-pt. font and APA format*

**Project Part 2: Cultural Exchange and Marketing Strategy**

Assignment Requirements:

Now that you have your approved idea for the project it is time to begin the second part of the project, which builds on Project Part 1. Using the same company of choice that is proposing an expansion opportunity overseas, conduct research on the country. Specifically focus on the culture and cultural exchange. For the culture, review the web site http://geert-hofstede.com/ to compare the cultural differences between the countries. Identify the cultural differences and consider the cultural exchange. In addition, research and choose the best distributions method: Product/Market, Pricing, and Positioning.

Identify the following:

  Cultural differences

  Cultural exchange

  Distribution Methods

Submission Requirements:

*Submit a two- to three-page Word document using 12-pt. font and APA format*

**Project Part 3: Strategic Audit**

Assignment Requirements:

Now that you have conducted a cultural review along with developing some marketing strategies for entry into the country, it is time to begin the third part of the project, which continues from Project Part 2. Using the same company of choice that is proposing an expansion opportunity oversea, conduct a strategic audit on the following areas:

  Internal environment

  External environment

  Strengths

  Problem analysis

  Recommendations and implementation costs

Submission Requirements:

*Submit a two- to three-page Word document using 12-pt. font and APA format*

**Project Part 4: Final Proposal and Presentation**

Assignment Requirements:

It’s time to finalize your research and put together your final proposal. Below is the summary of what is required for the final proposal.

Project Part 4 is the final written analysis of your company’s strategic plan. Be sure to include:

  Summary

  Executive Summary

*Submit all of the previous project parts, incorporating any feedback received from your instructor.*

Required Sections:

Part 1 Introduction

  Introduction and overview of your selected company along with an initial analysis of the growth opportunity

  Country of Choice

  Mode of Entry

Part 2 Cultural Exchange and Marketing Strategy

  Cultural Differences

  Distributions Methods: Product/Market, Pricing and Positioning

Part 3 Strategic Audit

  Internal Environment

  External Environment

  Strengths

  Problem Analysis

  Recommendations and Implementation Costs

In addition, create a 10-15 minute PowerPoint Recorded presentation in which you describe in detail the key decisions you made in Project Parts 1, 2, and 3 and the reasons for those decisions. Include any additional items of your choice to support the proposal for expansion.

Submission Requirements:

*Submit your final written analysis of the company’s strategic plan for the expansion opportunity overseas. It should be eight to ten pages in length. Submit the recorded presentation video.*