

COURSE COMPACT

Course Code : BUS 410
Course Title : Business policy
Course Status: Compulsory
Course Duration: 3 hours for 15 weeks (45 hours)
Lecturer Data
Names of the Lecturers: (1) Dr D.G.Adejumo
Qualifications : B.sc, PGD In Textiles Industries, MBA , and Ph.D.
Management Science
Department : Business Studies
Faculty : Business & Social Sciences(CBS)
E-mail : gbolajumo@yahoo.com
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(2). Dr. S.O. Aruleba

Qualifications: MA, PGD
Department : Business Studies
Faculty : Business & Social Sciences(CBS)
E-mail : sehindearuleba@aol.com
Office Location : B119, First Floor, 2nd College Building
Consultation Hours: Friday 9am- 12noon

Course Content:

Overview of Business policy/Strategic Management, and Strategic formulation process,

Part II

Strategic Implementation strategic evaluation

Course Justification any

The course is a must for prospective business managers.

Course Objectives

On completion of this course, candidates should be able to:

- a. Understand the concept of Business Policy.
- b. Have appreciable knowledge of issues and elements in Business Policy

Method of Grading

S/N Grading Score(%)

1 Test Assignment	30
2. Examination	70
Total	100%

Course Delivery Strategies

Any of the underlisted that are applicable and appropriate

-Intensive and interactive Class Discussion

- Tutorias/ Student Presentations

Illustrations by visual or Visuals equipment

LECTURE CONTENTS

Week 1&3 : Overview of business Policy/strategic management
Week 4-6 : Key terms or key concept in strategic management
Strategic formulation
Week 7- 9 : Strategic formulation
Week 10- 12 : Strategic Implementation
Week 12-14 : Strategic Evaluation
Week 15 : Revision

TUTORIALS

Students will be encouraged to organize tutorials to complement lectures received in the class.

Study Questions:

1. What do you understand by the term Business Policy.
2. “ strategy formulation sometimes continues after implementation”. Examine the statement
3. Discuss any of the following: Strategy formulation, Strategy implementation, and strategy evaluation
4. Discuss any four key terms in strategic management

Recommended Reading

Fred R.David(2010) Strategic Management(Concepts and cases), PH Learning Private Limited, India New Delhi
Azhari Kazmi(2005) Business Policy and Strategic management, Second Edition, Tata McGraw- Hill Publishing Company , India, Tata
Gbolagade Adejumo(1999) Fundamental of Business Policy: Formulation and Implementation of Corporate Strategy, Adio Publisher, Nigeria, Ibadan.

Topic for examination

Same as the ones in Study Question above

