



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	MGMT4170-421/422		
Learning Module	Business Policy		
Pre-requisite(s)	Nil		
Medium of Instruction	English/Chinese		
Credits	3	Contact Hours	45 hours
Instructor	Erich Chao	Email	t1498@mpu.edu.mo
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MODULE DESCRIPTION

This module is a “capstone” module in general management. It integrates the knowledge, theories, skills, and techniques derived from the previous modules in this programme curriculum. Students apply analytical and diagnostic skills to detect business problems to formulate strategies, tactics, plans, and policies for the improvement of organizational performance.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Appraise a particular business situation based on the internal factor and strategic factor analyses
M2.	Appraise a business situation based on its own resources, capabilities, and competencies
M3.	Critically evaluate the significant strategic problems at business and corporate levels
M4.	Formulate business policy and strategy that are realistic, effective, and efficient.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4
P1. Integrate contemporary management theories and business disciplines relevant to general business practices.	✓	✓		
P2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	✓	✓	✓	
P3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.				✓
P4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.				
P5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.				
P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.				✓
P7. Interpret and utilize management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.				

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Strategic management and business policy (Book Chapter 1) - Definition of business policy - Review and outlook	3 hours
2	Organizational analysis (Book Chapter 5) - A resource-based approach - Business models	3 hours
3	Organizational analysis (Book Chapter 5) - Value-chain analysis - Internal factor analysis summary (IFAS)	3 hours
4	Situational analysis and business strategy (Book Chapter 6) - SWOT approach - TOWS matrix	3 hours
5	Situational analysis and business strategy (Book Chapter 6) - Business strategic - Strategic factor analysis summary (SFAS)	3 hours
6	Corporate strategy (Book Chapter 7) - Corporate strategy - Directional strategy - Corporate parenting	3 hours
7	Mid-term examination Functional strategy and developing policies (Book Chapter 8)	3 hours



8	Functional strategy and developing policies (Book Chapter 8) - Functional strategy - Sourcing decision (outsourcing, offshoring, and crowdsourcing) - Developing policies (quality policy, environmental policy, etc.)	3 hours
9	Organizing for action (Book Chapter 9) - Strategy implementation - Stages of corporate development	3 hours
10	Organizing for action (Book Chapter 9) - Organization structures	3 hours
11	Staffing and leading (Book Chapter 10) - Staffing - Leading	3 hours
12	Evaluation and control (Book Chapter 11) - Measuring performance including control mechanisms - Information systems - Problems in measuring performance	3 hours
13	Project presentation	3 hours
14	Financial analysis and cases (Book Chapter 12) - Financial statements - Balance sheet and income statements	3 hours
15	Final examination	3 hours

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Lectures: organizational theories and business policies will be presented using multimedia instructional materials. Q&A: It allows interactions between instructor and students.	✓	✓	✓	✓
T2. Students must read teaching materials before coming to the class. They will be asked to work on problems or respond to key conceptual issues during the class hour. - Short oral/written quizzes will be given to students in order to ensure that students can follow the progress of study. - Midterm exam will be given to students in order to motivate them to review what they have learned.	✓	✓	✓	✓
T3. Three to four students will be required to work as a group to complete a group project. This group project will be designed to promote students intellectual, social and presentation skills and help to prepare them for the real world in which teamwork and collaboration are important.		✓		✓



ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities (AA)	Weighting (%)	ILOs to be Assessed
A1. Individual assignment	10	M1, M2
A2. Group project	25	M2, M3
A3. Mid-term examination	25	M1, M2
A4. Final examination	40	M1-M5
A5. In-class exercises/quizzes (non-graded)	-	M1-M4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

PLAGIARISM POLICY

It is student's responsibility to ensure that his/her assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

MARKING SCHEME

Assessment rubrics:

AA	Criteria	Level of comprehensiveness					Full Mark (only for 4)
		0	1	2	3	4	
A1	Demonstrating a student's understanding on the given question(s) and ability to provide clear and coherent answers.	No understanding	Limited understanding	Basic understanding	Good understanding	Complete understanding	10
A2	Demonstrating students' understanding on business policies.	No understanding	Limited understanding	Basic understanding	Good understanding	Complete understanding	25
A3	Demonstrating a student's understanding on the first three topics covered by the module.	No understanding	Limited understanding	Basic understanding	Good understanding	Complete understanding	25
A4	Demonstrating a student's understanding on business policies and how to apply them in organizations.	No understanding	Limited understanding	Basic understanding	Good understanding	Complete understanding	40



REQUIRED READINGS

Textbook:

Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2021). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*, 15th Edition. Pearson. ISBN-13: 9780134522159

Journal articles:

1. To, W. M., & Lai, L. S. L. (2015). Crowdsourcing in China: Opportunities and concerns. *IT Professional*, 17(3), 53-59. <https://doi.org/10.1109/MITP.2015.47>

REFERENCES

Reference books:

van Deusen, C., Williamson, S., & Babson, H.C. (2007). *Business Policy and Strategy: The Art of Competition*, 7th Edition. Auerbach Publications.

Ireland, R. D., Hoskisson, R. E., & Hitt, M. A. (2011). *The Management of Strategy: Concepts*, 9th Edition. South-Western/Cengage.

Murdick, R. G. (2001). *Business Policy and Strategy: An Action Guide*. St. Lucie Press.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.