

**University of Bridgeport**  
**MGMT 350 --BUSINESS POLICY & STRATEGY**  
**IDEAL PROGRAM**  
**COURSE SYLLABUS**

Dear Student,

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

**The IDEAL Program assumes joint responsibility in the learning process.** The activities and assignments in our classes build on the shared experience of all learners in each class. This is why each student's preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount of time outside the classroom to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend a minimum of ten-twelve hours per week on course material.

**To participate in the IDEAL Program, it is expected that you will do the following:**

1. Attend every class session. Be on time.
2. Obtain the required course materials prior to the first class session.
3. Complete the first assignment prior to the first class session and all subsequent assignments to the best of your ability.
4. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.

If you cannot perform these four expectations, **it is recommended that you drop the course.**

***Missing one class session will drop the final grade by one letter grade (for example if the student earned a grade of "B" in the course, the final grade would be a "C"). If a student misses two or more classes a grade of F will be entered as their final grade.***

### **Cheating and Plagiarism**

It is the student's responsibility to become familiar with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in Chapters 2 and 5 of the Key to UB <http://www.bridgeport.edu/pages/2623.asp> or the appropriate graduate program handbook

### **E-mail correspondence**

It is imperative that you check your UB e-mail on a regular basis. All written correspondence, to include IDEAL and the University will be sent to you through his e-mail. **The University can no longer correspond to your personal e-mail account(s).**

### ***Ethics Statement of Confidentiality***

An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

### **The IDEAL Program**

#### **MGMT 350 BUSINESS POLICY & STRATEGY**

**Prerequisite Courses: MGMT 301 and 302 and Senior Status**

#### **Spring 2013**

Tuesdays—July 2, 2013 — August 20, 2013

6:00-9:00PM

Main Campus

Wahlstrom Library, Room 500B

**Instructor:** Michael Patterson

**Telephone:** 203-528-5661

**E-Mail:** mpatters@bridgeport.edu

**Course Description:** A study of decision-making, including integrating analyses and policy determination at the overall management level. Students search for new knowledge and solutions to long and short-term problems and opportunities in specific businesses. The coordination, integration, and assessment of what the student has learned in the overall business program.

**Course Goals:** *The strategic management process* is the full set of commitments, decisions, and actions required for a firm to develop a vision and compelling business plan to achieve strategic competitiveness, earn above-average returns and sustain growth. The course will develop knowledge of the strategic management process, including strategy analysis, formulation and deployment, including embracing and managing rapid and constant change while minimizing disruption and chaos.

The course will provide an opportunity to identify and analyze major business issues and opportunities involving strategy, change, innovation, growth, diversification, technology absorption and integration, management and functional skills, financial management, operations, customer intimacy, R & D and new product development, Mergers, Acquisitions and Joint Ventures, risk assessment and globalization. Through the combination of lectures, case studies, team activities, review of current events, term papers and class participation, this course

introduces the student to the tools and vocabulary prerequisite to critical and effective strategic analysis, thinking, and communication.

**Course Objectives:**

At the end of this course, students are expected to competently be able to:

- Conduct and write a strategic audit of a corporation.
- Explain the major considerations in formulating corporate-level, business-level, and functional-level strategies.
- Assess how senior leaders address values, directions, and performance to ensure the creation of strategies, systems, and processes for achieving excellence, stimulating innovation, and building knowledge and capabilities.
- Identify critical management issues in both internal and external organizational environments.
- Assess industry and competitive conditions and identify key factors for competitive success.
- Evaluate current managerial responses to critical issues and develop specific recommendations for change(s) as required.
- Develop a framework of analysis to identify central issues and problems in complex, real world corporate cases and to suggest alternative courses of action plan for improvement based on the analysis and assessment of the business management environment.
- Bridge the gap between theory and practice by developing the skills to know when and how to apply concepts and techniques learned in previous coursework.
- Recommend ways organizations can adapt to an uncertain environment and identify techniques to influence and control external environments.
- Make decisions for dealing with complex strategic management situations in an ethical manner.

**Course Materials**

**Required Textbook:**

*Strategic Management and Business Policy*, Wheelen, T.L. (13<sup>th</sup> ed.)—**with case studies**  
ISBN 9780132153225 .

To order textbooks, go to the bookstore website at: <http://www.bridgeportbookstore.com>  
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

<b>Course Grading</b>	
Attendance and active participation	10%
Discussion Thread participation	10%
Midterm - Test	25%
Case Analysis Assignments	25%
Final project	30%

<b>% of Points Earned</b>	<b>Letter Grade</b>
<b>100-94</b>	<b>A</b>
<b>93-90</b>	<b>A-</b>
<b>89-87</b>	<b>B+</b>
<b>86-84</b>	<b>B</b>
<b>83-80</b>	<b>B-</b>
<b>79-77</b>	<b>C+</b>

<b>% of Points Earned</b>	<b>Letter Grade</b>
<b>76-74</b>	<b>C</b>
<b>73-70</b>	<b>C-</b>
<b>69-67</b>	<b>D+</b>
<b>66-64</b>	<b>D</b>
<b>63-60</b>	<b>D-</b>
<b>Below 60</b>	<b>F</b>

### **Case Analysis:**

As you read each case you should draft notes about the management strategies of these organizations and be prepared to discuss in class. As you read and prepare your notes, you should refer to Appendix A below to help you better understand what factors/conditions that allow or prevent the organization from achieving success (e.g. What prevented management from trying this plan before; and should address the process of how these plans are to be achieved? Don't simply suggest that the company should improve product quality or increase market share, but be prepared to discuss specifics of how these outcomes can be achieved. Note: boxed section Core Competency (Note this preparation and discussion in class represents 20% of your final grade.

### **Individual Term Paper - Industry and Company Strategic Audit Review and Recommendations:**

Each student will select an organization and industry category The student will thoroughly analyze an industry and describe it in terms of Porter's five forces model – suppliers, buyers, competitive rivalry among firms in the industry, product substitutes and potential entrants into the industry as well as other frameworks we will cover in class.

At a minimum, the following topics must be covered:

- **Industry dynamics** (including such attributes as approximate industry size, extent of regulations/de-regulations, recent mergers, acquisitions and joint ventures, vertical versus horizontal versus holding company trends, size as measured in estimated gross revenues worldwide for market share data, use of technology, economics and profitability and other trends
- **Company Summary** – Key Financial Data, Marketing, Distribution, Products/Services, Markets/Customers, Management Philosophy, Structure and Environment, Number of Employees, Number of Countries in which operations are located in, Degree of Innovation, Operational Highlights, etc.
- **Major Issues and Opportunities for Each Company** – Sustaining Growth, Competition, Regulations, Customers, Suppliers, Employee Development, New Revenue Sources, Technology Utilization, R & D and Innovation, Globalization, Cultural Transformation, etc.
- **The Student's Strategy Recommendations** for Addressing the Major Issues, Opportunities and Critical Success Factors for the Next Few Years.

Library/on-line references should be used. Dunn & Bradstreet Industry Norms and Key Business Ratios for the industry chosen. The McGraw-Hill US Industry and Trade Outlook as well as

Standard & Poors Industry Structure descriptions can also be referenced for relevant information and comparative data. Information from any of these sources must be referenced at the end of the paper.

The final paper must be typed doubled-spaced in 12-point font and should be at least 8-10 pages long. All papers must have a table of contents and executive summary. Please spell check and page number your work. Each student is required to give a brief orally summarize his/her term paper in 5-6 minutes on the last day of class. The paper and oral summary are due during the last class session, no exceptions or extensions will be given.

### ***Appendix A - SUGGESTED CASE ANALYSIS OUTLINE***

Goal: What is the major issue or opportunity facing the company or what is it trying to accomplish and how?

#### **I. General External Environment**

- A. Demographic – Trends regarding industry customers
- B. Economic – Trends impacting industry
- C. Political/Legal – Trends impacting industry
- D. Socio-cultural – Social trends regarding industry customers
- E. Technological – Trends impacting industry
- F. Global – Trends impacting industry

#### **II. Industry Analysis (Porter's Five Forces )**

- A. Barriers to Entry [High or Low?]
- B. Bargaining Power of Suppliers [High or Low?]
- C. Bargaining Power of Buyers [High or Low?]
- D. Threat of Substitute Products [High or Low?]
- E. Intensity of Rivalry among Competitors [High or Low?]

#### **III. Attractiveness of External Environment and Factors Necessary for Success (Your Opinion)**

#### **IV. Firm's Strategies**

- A. Business Level Strategy (Low Cost/Differentiation/Stuck in Middle)
- B. Corporate Level Strategy (Diversification/Acquisitions)

#### **V. Core Competencies**

- A. Tangible Resources
  - 1. Financial Resources
  - 2. Physical Resources
  - 3. Human Resources
  - 4. Organizational Resources
- B. Intangible Resources
  - 1. Technological Resources
  - 2. Resources for Innovation
  - 3. Reputation
- C. Value Chain
  - 1. Inbound Logistics
  - 2. Operations
  - 3. Outbound Logistics
  - 4. Marketing & Sales
  - 5. Services

VI. Competitive Advantage Factors; Are They Sustainable? (You're Opinion)

VII. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

SWOT Analysis is an effective method of identifying an individual's, group's, firm's, or industry's Strengths, Weaknesses, Opportunities and Threats. Carrying out an analysis using the SWOT framework is often enough to reveal changes needed to be made.

Generally, *Strengths and Weaknesses are firm specific and Opportunities and Threats are related to the industry and general environment.* Carrying out this analysis is often illuminating – both in terms of pointing out what needs to be done, and in putting problems into perspective.

## SWOT ANALYSIS MATTIX

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>• What are the firm's advantages?</li><li>• What does the firm do well?</li><li>• What are its core competencies?</li></ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• What are the interesting trends? (Changes in technology, markets, government policy, social patterns, population profiles, lifestyle changes, etc.)</li><li>• What are the good opportunities available in the industry or other industries to increase revenues and profits?</li></ul>
<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• What could be improved?</li><li>• What is done badly?</li><li>• What should be avoided?</li><li>• What and where are the gaps?</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• What obstacles appear in the industry?</li><li>• What is firm's competition doing?</li><li>• Are market requirements for products or services changing?</li><li>• Is changing technology or other trends threatening the firm's position?</li></ul>

### VIII. Recommended Strategy/Actions

Identify your recommendations and defend them.

### IX. Lessons Learned

Identify the lessons that you learned by analyzing the case.

**University of Bridgeport**  
Ideal Program  
**Business Policy and Strategy—MGMT 350**  
Course Outline  
**July 2 – August 20, 2013**

**First Class Assignment –July 2, 2013**

- Read Chapters 1 & 2 including the preface and review Appendix 12.A-C.
- Read pages 34-41 in *Strategic Management and Business Policy*. Be prepared to discuss in class, questions #1 & 3 on page 30 under Discussion Questions
- Complete and score results of the Strategic Practice Exercise on page 63 of the text. Prepare to discuss rationale for rankings.
- Bring a copy of your company's vision and mission statements (if unavailable bring operating objectives or anything that describes what the values or goals of the company) and visit an establishment and ask someone who works at the location if they can tell you what the mission or vision statement is for their organization? You can visit a Dunkin Donuts, Starbucks, Target, Wal-Mart or anywhere you want, be prepared to discuss with the class.

**July 2, 2013** Introduction, review of course and expectations  
Review final paper assignment

Review first assignment: Chapter 1 Strategic Management  
Chapter 2 Corporate Governance

**Midterm - Test**

**July 30, 2013** (Note: Midterm is 25% of final grade)

**Final Project** to be discussed—due last day of class, **August 20, 2013**

**July 2 - 9, 2013 On-line Discussion Board**

Discussion Question: What was Rynair strategic plan to create a competitive advantage? Were there any customer service issues with Rynair's strategic plan? Were there any ethical issues? I want you to visit the Youtube web-site [www.youtube.com](http://www.youtube.com) and search for the following clips and watch. After you watch the the 3 clips on Ryanair, please then watch the funny parody pertaining to the cost of cheap airfares. Enjoy!!

- Why Hate Ryanair - 1
- Why Hate Ryanair - 2
- Why Hate Ryanair - 3
- Ryanair Cheap Flights Funny Parody

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**July 9, 2013**

Chapter 3: Ethics and Social Responsibility

Read case: Blood Bananas pages 90-91.

What should Chiquita do? Be prepared to discuss and support your recommendations in class

Chapter 4 Environmental Scanning/Analysis

**July 9, 2013 (continued)**

**CASE STUDIES**

Read Case # 3 Everyone Does It

Read Case # 20 Jet Blue and prepare a 2 page analysis using **Case Analysis guidelines**

**(Note: Case Analysis represents 20% of your final grade)**

**July 9 - 16, 2013**

**On-line Discussion Board**

Discussion Question: Read Case: Boeing Bets the Company on pg 170-171. Discuss which company's strategy had the best chance of succeeding.

**July 16, 2013**

Chapter 5 Internal Scanning/Organizational Analysis

Review Discussion Questions page 166 # 2 & 5

Chapter 6 Strategy Formulation—Situation Analysis/Business Strategy

Review Discussion Questions page 200 #2 & 4

**CASE STUDIES**

Read Case # 5 Starbucks and prepare a 2page analysis using **Case Analysis guidelines**

Read Case # 31 Wal-Mart and prepare a 2page analysis using **Case Analysis guidelines**

**Be prepared to present your case analysis in a power point format and you will be expected to present your analysis in front of the class.**

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**July 16 – 23, 2013 On-line Discussion Board**

Discussion Question: Read Strategic Practice Exercise on page 230 and discuss questions 1 and 2 at the end of the section

**July 23, 2013** Chapter 7 Strategy Formulation—Corporate Strategy  
Review Discussion Questions pg 230 # 2

Chapter 8 Strategy Formulation—Functional Strategy/Choice  
Review Strategic Practice Exercise pg 260 # 1,2 & 3

**CASE STUDIES**

Read Case # 7 Apple and prepare a 2 page analysis using **Case Analysis guidelines**

Read Case # 13 Yahoo

**Midterm due**

**July 23 - 30, 2013 On-line Discussion Board**

Discussion Question: Discuss question #1 and # 3 under Discussion Questions section on top of page 323.

**July 30, 2013** Chapter 9 Strategy Implementation—organizing for action  
Review Discussion Questions pg 296 # 3 & 4

Chapter 10 Strategy Implementation—staffing and directing  
Review Discussion Questions pg 323 # 2 & 4

Read Hewlett Packard Buys EDS pg 360-361

**CASE STUDIES**

Read Case # 12 Google and prepare a 2 page

Read Case # 9 Dell using **Case Analysis guidelines**  
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**July 30 – August 6, 2013      On-line Discussion Board**

Discussion Question: Read Strategic Practice Exercise on page 355. There are a series of questions after this piece. Given what you have learned in this class, discuss the reasons why you think these companies status has changed.

**August 6, 2013**

Chapter 11 Evaluation and Control

**CASE STUDIES**

Read case # 14 TiVo and prepare a 2 page analysis using **Case Analysis guidelines**

Read case #18 Tesla Motors

**August 6 - 13, 2013      On-line Discussion Board**

Discussion Question: Read Case 11 Logitech and using **Case Analysis Guidelines** discuss how you see this company will grow/not grow over the next 3-5 years.

**August 13, 2013**

**CASE STUDIES**

Read case # 33 Whole Foods

Read case # 32 Panera Bread

**August 13 - 20, 2013      On-line Discussion Board**

Read **Eron Case Study** (handout from class). Discuss how this could have happened and what role the executive played in this. Two questions to consider are ‘who is responsible and what was the impact on the larger community/society

**August 20, 2013**

Class presentations/oral summary on final term project

**Final project due in class (this represents 30% of your final grade)**

Note: all written assignments should be typed and are to be handed in on the dates they are assigned.

## ACADEMIC POLICIES

### Attendance Policy

Classroom attendance is an integral part of the academic experience; therefore, students are expected to attend all class sessions. If an absence is unavoidable, the student, prior to class, should advise the instructor. Arrangements should be made at that time for additional assignments if appropriate. It is also expected that students arrive on time and not leave until the class is dismissed. Tardiness will result in a reduced grade for the course. If you cannot attend every class session you should consider dropping the course.

### **IMPORTANT:**

- **Missing one class session will drop the final grade by one letter grade (for example if the student earned a grade of “B” in the course, the final grade would be a “C”).**
- **Missing two or more class sessions will be cause for a failing grade.**

### Incomplete grade

An incomplete may be given, at the discretion of the instructor, to those students who fail to complete assignments due the last day of your course. These would include absence from a final examination or inability to complete terminal assignments (papers, presentations) due to illness, employment conflicts, etc.

Incompletes will not be given to a student who fails to complete any assignment during the term. At the discretion of the instructor, these assignments could be completed no later than the last scheduled day of your class.

### Drop Procedures

To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the following web page:

<http://www.bridgeport.edu/pages/2595.asp>

### **Starting Fall 2012**

- Add and/or Drop a course after the start date.....\$30.00 per transaction
- Drop prior to the start of classes.....100% Tuition Refund
- Drop prior to the second class session.....75% Tuition Refund
- Drop prior to the third class session.....50% Tuition Refund
- Drop after the third class session.....0% Tuition Refund

**\*\*Please note students will not be automatically dropped for missing the first class. Missing one class session will drop the final grade by one letter grade. If you have to miss the first class, or the first week of class for online classes, *you must contact your instructor* in writing before or after the first class/first week. However, a grade reduction will apply.**

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the Academic Calendar to see the fees for a drop and the impact on tuition. The Academic Calendar can be found at: <http://www.bridgeport.edu/pages/2595.asp>

## **Cell Phones**

Cell phones must be turned off while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

## **Academic Dishonesty**

We are committed to intellectual integrity in our academic pursuits; therefore, the IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

**Cheating** – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

Case #1: A student is enrolled in an introductory computer-programming course. He has co-workers who program in the same language as his final project. As the end of the term approaches, he wonders how he will find the time to get the project finished, and asks one of his co-workers for help. His co-worker hands him a disk with a complete program similar to the kind required for the course project. The student makes minor modifications to the program, and submits it under his own name.

Case #2: A student enrolled in a religious studies course has never taken a humanities or history course, and is unsure about how to structure a research paper. She is doing research on the World Wide Web, and comes across a paper written by a student from another university. Using her computer mouse, she copies and pastes the document into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

**Plagiarism** – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called “research papers” without full recognition of the source. Presenting as one’s own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet as well as in the library. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.

Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn’t have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own classes; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site:

[http://www.indiana.edu/~istd/plagiarism\\_test.html](http://www.indiana.edu/~istd/plagiarism_test.html)

## ACADEMIC RESOURCE CENTER

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: <http://myub.bridgeport.edu/academics/academicrescenter/Pages/default.aspx> The Center is located in the Wahlstrom Library, Room 506. Hours of operation are Mondays –Thursday 9am – 6pm and Fridays 9am – 1pm. Make an appointment or walk-in: Telephone: 203-576-4290. **Online Tutoring** is available at: [www.etutoring.org](http://www.etutoring.org). To use this free service you must have a UBNet account.

### Obtaining a UBNet Account

Every registered student should obtain a UBNet Account. The account allows you to access your grades, access library services, access online tutoring, access the computers in computer labs, and provides an email account in which the University sends out information. Go to: <http://www.bridgeport.edu/ubnet> - Click on “New UBNet Account” and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your Bridgeport.edu email forwarded to any other email account you use. Following the activation of your UBNet account (takes 24 hours), login at: <http://www.bridgeport.edu/email> and click on “forwards” at the top of the page. Follow the directions to forward email messages to your other account.

### Accessing Your Grades & Schedule Online

The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. Information on WebAdvisor is password protected and requires you to use your UBNet username and password. To access WebAdvisor, go to: <http://www.bridgeport.edu/webadvisor>

1. Login in with your UBNet username and password.
2. Click on “Student Menu.”
3. Click on “My Grades.”

If you are carrying a financial balance, access to WebAdvisor will be restricted.

### Using the Library

You can access the library through the library’s website: <http://www.bridgeport.edu/library>.

Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

To access the online journals for research purposes, you will need a UBNet account (see above).

### Using Computers

Open access computer labs are available at three campuses:

- Bridgeport – 1<sup>st</sup> floor of the Wahlstrom library. Check library hours of operation at: <http://www.bridgeport.edu/library>.
- Stamford – Room D; Check open hours at: <http://www.bridgeport.edu/stamford>

- Waterbury – Computer Lab; Check open hours at:  
<http://www.bridgeport.edu/waterbury>

**Course Cancellations/ Weather Policy**

Any emergency necessitating the canceling of courses will be announced by the University through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for information on course cancellations. Also, information will be posted under “Latest News” on the UB home page, ([www.bridgeport.edu](http://www.bridgeport.edu)). Canceled classes will be made up either the week following the end of the course or in consultation between the instructor and the students as to day and time availability. Course cancellations are also announced on television and radio stations.

Please note each campus makes weather cancellations independently. You should always check with the specific campus staff. It is best to call the campus emergency phone.

Bridgeport – 203-576-4159

Waterbury - 203-573-8501

Stamford – 203-358-0700

**IMPORTANT CONTACT INFORMATION**

Office	Contact	Telephone	Email
Bridgeport Campus Security		(203) 576-4911	ubsecurity@bridgeport.edu
Bursar	Robinson Hernandez	(203) 576-4692	bursar@bridgeport.edu
Cashier	Lana Mistry	(203) 576-4682	cashier@bridgeport.edu
Financial Aid		(203) 576-4568	sfs@bridgeport.eud
Registrar		(203) 576-4642	registrar@bridgeport.edu
Emergency Notification Phone		(203) 576-4159	
Distance Education Office		(203) 576-4853	ubonline@bridgeport.edu
IDEAL Office		(203) 576-4800	idealinfo@bridgeport.edu

**CAMPUS CONTACT INFORMATION**

Campus	Address	Telephone	Email
Bridgeport	126 Park Avenue Bridgeport, CT 06604	(203) 576-4800	idealinfo@bridgeport.edu
Stamford	5 Riverbend Drive Stamford, CT 06750	(203) 358-0700	ubstamford@bridgeport.edu
Waterbury	84 Progress Lane Waterbury, CT 06705	(203) 573-8501	ubwaterbury@bridgeport.edu
Woodbridge	6 Lunar Drive Woodbridge, CT 06525	(203) 576-4800	<a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a>
IDEAL Office		(203) 576-4800	idealinfo@bridgeport.edu
<b>Directions to IDEAL Campus locations</b>		<a href="http://www.bridgeport.edu/pages/2260.asp">http://www.bridgeport.edu/pages/2260.asp</a>	

To fill out your financial aid report to the Federal Government, please go online to [www.fafsa.ed.gov](http://www.fafsa.ed.gov). The school code for the University of Bridgeport is **001416**.  
Federal Student Aid Information: 1-800-433-3243.