

Business Administration

Course Number:	BUAD 340
Course Title:	STRATEGIC MANAGEMENT 1
Credits:	3
Calendar Description:	This is the first of two courses in strategic management. It will draw upon critical thinking concepts and techniques to evaluate alternatives in a strategic management context. The case method will be used extensively. <i>(also offered by Distance Education)</i>
Semester and Year:	Fall 2016
Prerequisite(s):	BUAD 116, 128, 195, 262, 264, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	BUAD 375,

Professors

Name	Phone	Office	Email
Lynn Sparling Course Captain	250-762-5445 # 4386	Kelowna: E218	LSparling@okanagan.bc.ca
Shelley Johnson	250-762-5445 #4446	Kelowna: C159	SJohnson@okanagan.bc.ca
Robert Ryan	250-762-5445 #4446	Kelowna: C159	rryan@okanagan.bc.ca
Devin Rubadeau	250-762-5445 #4778	Kelowna: C139	DRubadeau@okanagan.bc.ca
Svan Lembke	250-762-5445 #	Kelowna:	SLembke@okanagan.bc.ca
Michael Conyette	250-545-7291 local 2231	Vernon: 1.04.54g0 0	

Notes**Exams (50%)**

During the semester, there is a term test, a mid-term and a final exam. These assessments evaluate your comprehension of strategic management concepts and your application of critical thinking and problem-solving skills to "real-life" situations. To pass this course, you must achieve a

Board Evaluations (5%)

Each management team is responsible for evaluating the content and quality of other teams' presentations. All team members will receive the same mark³.

For full case presentations, your team is to function as a Board of Directors and, as such, is expected to pose planned and relevant questions to the presenting teams. Board members are to be fully fa

Course Schedule

Date		Topic	Textbook
Week		Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes	
1	Sept 5	Introduction/Course Expectations Strategic Management Process Overview of Harvard Case Analysis Method	Text Ch 1 Case Study Handout
2	Sept 12	Strategy Making Tasks Importance and Development of Strategy Practice with Harvard Case Analysis Method Lagunitas Brewing Company, Inc - 2013	Text Ch 2 Online quiz Ch 1
3	Sept 19	Strategic Thinking and Analysis I Industry and Competitive Analysis	Text Ch 3 Online quiz Ch 2 & 3 Assignment 1 D

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

t during tests or examinations in which