



# Business Administration

Number: **BUAD 340**

Title: **STRATEGIC MANAGEMENT 1**

: 3

ar 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. *(also offered by Distance Education)*

ter and Year: **Winter 2015**

isite(s): BUAD 116, 128, 195, 262, 264, and minimum third-year standing

isite(s): No

isite to: BUAD 375, 410, 412, 415, 440, 480

xam: Yes

er week: 3

ition Requirement: BBA - Required

utable Courses: No

or Credit: CMA

Notes:

lly Developed: January 1998

Approval:

Approval:

**Professors**

<b>Name</b>	<b>Phone</b>	<b>Office</b>	<b>Email</b>
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**Learning Outcomes**

Upon completion of this course students will be able to:

- xDifferentiate between the four levels of strategy: corporate, business, functional and operational.
- xAnalyze a company's strategy, its present business position, its long term direction, and its prospects for gaining a competitive advantage.
- xCraft business strategy and evaluate the merits of one strategy option over another.
- xConduct strategic assessments for a variety of industries facing differing competitive situations, such as forming alliances, mergers or acquisitions, integrating vertically, expanding into foreign markets, or diversifying into related or unrelated businesses.
- xDiagnose a "real-life" problem, analyze its causes, determine and evaluate methods for solving the problem, and recommending a plan of action for implementing the selected solution.

**Course Objectives**

This course will cover the following content including:

See weekly schedule.

**Evaluation Procedure**

Term Test	10%
Mid-term Exam	20%
Final Exam	25%
Team Full Case Report	15%
Team Case Presentation	15%
Team Case Board Evaluations	5%
Team Assignments/Class Participation	10%
Total	100%
<b>To pass this course, you must achieve a passing grade average (50%) in the mid-term and final exams.</b>	

**Notes****Exams (55%)**

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 passing grade average (50%) in the mid-term and final exams. Missed term test or exams cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing scheduled exams.

**Team Case Analyses (35%)**

Each team (4 – 5 members) is responsible for a written case report (15 marks), 4 oral case presentations (15

**Notes** (con't)

**Team Assignments/Class Participation** (10%)

Throughout the semester there will be three small assignments. The details of these assignments are posted



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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