

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:	Winter 2016
Prerequisite(s):	BUAD 116, 128, 195, 262, 264, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	BUAD 375, 410, 412, 415, 440,

Notes

Exams (50%)

During the semester, there is a term test, a mid-

Notes (con't)

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

Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 4 Classes begin Family Day Feb 8 & Feb 9 to 12 Reading Break – no classes Good Fri. Mar 25 & Easter Mon. Mar 28 – no classes Tues. Apr 12 Last day of regularly scheduled classes	
Jan	4	Introduction/Course Expectations Strategic Management Process Overview of Harvard Case Analysis Method	Text Ch 1 Case Study Handout
	11	Strategy Making Tasks Importance and Development of Strategy Practice with Harvard Case Analysis Method Sony Music Entertainment and the Evolution of the...	Text Ch 2 Chapter 1 and 2 online quiz

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
