

# 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



**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- differentiate between the four levels of strategy: corporate, business, functional and operational.
- a \_\_\_\_\_, its present business position, its long term direction, and its prospects for gaining a competitive advantage.
- craft business strategy and evaluate the merits of one strategy option over another.
- conduct 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.
- diagnose 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:

See weekly Course Schedule

**Evaluation Procedure**

Online Quizzes



Notes

<p><b>Exams (45%)</b>                  During the semester, there is a mid-term and final exam. The exams can be writing on paper or on computer. These exams 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%) across the mid-term and final exams. Missed 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.</p>
<p><b>Term Test(s) (5%)</b>                  There will be one or two term tests early in the semester to evaluate your note taking, reflection process and comprehension of course content.</p>
<p><b>Online Quizzes (5%)</b>                  Chapter quizzes will be used to evaluate your comprehension of text readings. The quizzes are based on the latest edition of the course text (23<sup>rd</sup> edition).</p>
<p><b>Team Assignments (15%)</b>                  Throughout the semester there will be six small assignments. The details of these assignments are posted in Moodle and due dates are listed on the course schedule (below). Assignments 1 - 3 are worth 2% of the course grade each, Assignments 4 - 6 are worth 3 % of the course grade each. Group members have to be in class, ready to present and discuss the assignment content in order to share the group grade.</p>
<p><b>Written Report - Corporate Strategy (15%)</b>                  There is one large Corporate Strategy written case analysis at the end of the course worth 15% of your total grade. This is a team project. The written case report is to adhere to the standard Case Analysis format (refer to the Case Study Report format and Case Study Analysis handouts on Moodle). The report is to be generated using MS Word and submitted to the "Corporate Strategy - Written Case Report" Dropbox on Moodle under the "Case Analysis" topic.</p>
<p><b>Oral Presentation - Business Strategy (15%)</b>                  There is one large Business Strategy oral presentation at the end of the course that is worth 15% of your total grade. This is a team project. Visual aids are required to illustrate the main points of your oral presentation. Each team is responsible for submitting a 12-minute presentation.</p>

**Performance Schedules**

Peer evaluations are required at the end of term and will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted after the team's Business Strategy oral presentation. A student from each team is responsible for submitting a single score out of fifty (50) for each team member and the percentage of the grade allocated to each team member. Performance Schedules



