



# Business Administration

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| Course Number:          | <b>BUAD 340</b>   |
| Course Title:           | <b>STRATEGIC MANAGEMENT 1</b>   |
| 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:      | <b>Winter 2015</b>  |
| Prerequisite(s):        | BUAD 116, 128, 195, 262, 264, and minimum third-year standing   |
| Corequisite(s):         | No  |
| Prerequisite to:        | BUAD 375, 410, 412, 415, 440, 480   |
| Final Exam:             | Yes   |
| Hours per week:         | 3   |
| Graduation Requirement: | BBA - Required  |
| Substitutable Courses:  | No  |
| Transfer Credit:        | CMA   |
| Special Notes:          |   |
| Originally Developed:   | January 1998  |
| EDCO Approval:          |   |
| Chair's 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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