



Business Administration

Number:	BUAD 340
Title:	STRATEGIC MANAGEMENT 1
Units:	3
Course 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>
Term and Year:	Winter 2015
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
Exam:	Yes
Hours per week:	3
Admission Requirement:	BBA - Required
Transferable Courses:	No
Accreditation Credit:	CMA
Notes:	
Originally Developed:	January 1998
Approval:	
Approval:	

Professors

Name	Phone	Office	Email
Lee Cartier	762-5445 #4289	Kelowna: E223	lcarter@okanagan.bc.ca
Stacey Fenwick	#email	Kelowna: B209	sfenwick@okanagan.bc.ca

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%
To pass this course, you must achieve a passing grade average (50%) in the mid-term and final exams.	

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

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
