

# Business Administration

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 2020</b>
Prerequisite(s):	BUAD 116, 128, 195, 262, 264, and minimum third-year standing or Admission to any Business Administration Post-Baccalaureate Diploma Program
Corequisite(s):	No
Prerequisite to:	BUAD 375, 410, 412, 415, 440, 480
Final Exam:	Yes
Hours per week:	6
Graduation Requirement:	BBA - Required
Substitutable Courses:	No
Transfer Credit:	CPA (credit with BUAD 365)
Special Notes:	
Originally Developed:	January 1998
EDCO Approval:	May 2017



**Notes****Exams (50%)**

During the semester, there is a mid-term and 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 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.

**Online Quizzes (10%)**

These quizzes are to evaluate your comprehension of text readings.

**Team Case Analyses**

Each team (4-5 members) is responsible for multiple written case reports, oral case presentations, and board evaluations. All of the cases to be used for analysis are in your text. Refer to the case

**Written Report**

such, is expected to pose planned and relevant questions to the presenting teams. Board members are to be fully familiar with the case and its analysis. Before the end of the class session, each Board member has to submit the evaluations to the professor. The grade is assessed by the professor, based on the quality of the evaluation submitted, including a list of at least five good questions.

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

Throughout the semester there will be three small assignments. The details of these assignments are posted in Moodle and due dates are listed on the course schedule (above). Your participation is assessed



## **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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### **What is the Disruption of Instructional Activities?**

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study