

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 403		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Strategic Management Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: The success of an organization requires the development and implementation of a sound business strategy. This course, together with BUS 405, forms a capstone that provides students with the opportunity to integrate and apply knowledge gained in earlier undergraduate courses. Students will learn how to formulate business strategy and gain an understanding of the principles of good strategy execution.																			
Prerequisites (or NONE):		BUS 349/ECON 349.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>15</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops	15	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Online learning activities																			
Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Every semester																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: October 2017																	
Faculty Council approval		Date approved: November 3, 2017																	
Campus-Wide Consultation (CWC)		Date of posting: December 8, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: November 3, 2017																	
Undergraduate Education Committee (UEC) approval		Date of meeting: December 15, 2017																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Evaluate a company's strategy, its present position and long-term direction.
 LO 2. Conduct a strategic analysis in a variety of industries and competitive situations.
 LO 3. Design a business strategy using the principles of good strategy execution.
 LO 4. Integrate the knowledge gained in earlier business courses into the development of a strategic plan.

Prior Learning Assessment and Recognition (PLAR)

☐ Yes ☒ No, PLAR cannot be awarded for this course because it is a capstone course.

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, seminars, and case studies.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A.J.	Crafting and Executing Strategy: The Quest for Competitive Advantage	<input checked="" type="checkbox"/>	McGraw-Hill Irwin	
2.			<input type="checkbox"/>		
3.			<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

n/a

Typical Evaluation Methods and Weighting

Final exam:	25%	Assignments:	10%	Midterm exam:	25%	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	10%	Strategic plan:	30%	Other:	-	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One: Establishing a business vision and mission

- Developing strategic vision, mission statements, and core values

Module Two: Evaluating external and internal business environments

- Assessing competitive environment and forces
- Evaluating internal strengths and weaknesses
- Analyzing internal cost structures and customer value propositions

Module Three: Developing a business and corporate strategies

- Evaluating various business and corporate strategies
- Strengthening a company's competitive position
- Competing in international markets
- Choosing a specific corporate strategy

Module Four: Executing a corporate strategy

- Building an organization's capabilities
- Managing internal operations
- Establishing a strong corporate culture
- Establishing effective managerial leadership

Midterm exam (LO 1, 2)

Final exam (LO 1–4)

Case studies (LO 1–3)

Strategic plan project (LO 4)

Class participation (LO 1–4)