

# 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>Fall 2016</b>  |
| Prerequisite(s):      | BUAD 116, 128, 195, 262, 264, and minimum third-year standing   |
| Corequisite(s):       | No  |
| Prerequisite to:      | BUAD 375,   |

**Professors**

| Name  | Phone                      | Office              | Email  |
|---|----------------------------|---------------------|--|
| <b>Lynn Sparling</b><br><b>Course Captain</b> | 250-762-5445<br># 4386     | Kelowna: E218       | <a href="mailto:LSparling@okanagan.bc.ca">LSparling@okanagan.bc.ca</a> |
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**Notes****Exams (50%)**

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

**Board Evaluations (5%)**

Each management team is responsible for evaluating the content and quality of other teams' presentations. All team members will receive the same mark<sup>3</sup>.

For full case presentations, your team is to function as a Board of Directors and, as such, is expected to pose planned and relevant questions to the presenting teams. Board members are to be fully fa

## Course Schedule

| Date |         | Topic  | Textbook  |
|------|---------|--|---|
| Week |         | Tue. Sep. 6 - College-wide orientation day<br>Wed. Sep. 7 - Classes begin<br>Mon. Oct. 10 - Thanksgiving Day (no classes)<br>Fri. Nov. 11 - Remembrance Day (no classes)<br>Tues. Dec. 6 - Last day of regularly-scheduled classes |   |
| 1    | Sept 5  | Introduction/Course Expectations<br>Strategic Management Process<br>Overview of Harvard Case Analysis Method   | Text Ch 1<br>Case Study<br>Handout                  |
| 2    | Sept 12 | Strategy Making Tasks<br>Importance and Development of Strategy<br>Practice with Harvard Case Analysis Method<br>Lagunitas Brewing Company, Inc - 2013   | Text Ch 2<br>Online quiz Ch 1                       |
| 3    | Sept 19 | Strategic Thinking and Analysis I<br>Industry and Competitive Analysis   | Text Ch 3<br>Online quiz Ch 2 & 3<br>Assignment 1 D |

## **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

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

t during tests or examinations in which