COURSE OUTLINE

SUMMER SESSION I 2024

COURSE CODE: BUAD 340

COURSE TITLE: STRATEGIC MANAGEMENT I

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 (also offered by Distance Education).

Prerequisite(s): BUAD 116, 128, 195, 262, 264, and minimum third -year standing or admission to any business administration Post -Baccalaureate Diploma Program

Co-requisite(s): N one

Prerequisite for: BUAD 375, 410, 412, 415, 440, 480

Substitutable C ourses: N one

Graduation R equirement: BBA – Required

Transfer Credit: CPA (credit with BUAD 365)

Special Notes: N one

Credits: 3

Hours per W eek: 6

Originally D eveloped: January 1998

EDCO Approval: May 2017

CHAIR'S APPROVAL:

Performance Schedules

Peer evaluations are required at the end of term and will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted after the team's Business Strategy oral presentation. A student from each team is responsible for submitting a single score out of fifty (50) for each team member and the percentage of the grade allocated to each team member. Performance Schedules must be signed by all team members. If the team is not in agreement then the mark assigned by the Professor will apply to all team members.

Note: Grades will not be awarded to non-contributing or absentee team members.

Refer to the Team Charter for details. There will also be a Performance Schedule at mid-term to enable team member expectation management and discussion. The mid-term Performance Schedule submission does not influence the grade.

Resolving Team Disputes

One of the objectives of this course is to enhance each student's awareness of the skills and sacrifices that are required to perform as an effective team member. If any team member does not pull his or her weight, the management team may apply to the professor to have this person fired. Reasonable efforts must be taken to encourage this person's involvement and all stages of disciplinary action must be documented. Your professor is available to assist in counseling and dispute resolution at any stage. Nevertheless, once due process has been followed, the terminated individual will not be eligible for further team marks. It is the professor's prerogative to determine the action that is warranted and whether or not the student will be required to withdraw from the course. Team meeting minutes and other Moodle communications will be requested by the professor throughout the dispute resolution process.

Additional Course Requirements for Online Classes

This course (if delivered online) requires regular attendance utilizing common technology; which must include a webcam, a microphone, and speakers. Class and small group discussions are regular activities, so students should be prepared for each three-hour class to include significant online interactions. Having a reliable internet connection on which to participate in class is essential. A working webcam and microphone are required to participate in examinations.

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

What is the Disruption of Instructional Activities?