

**BUS 299 A Strategic Management***3 Credits, 3 hours per week*

Integrated knowledge that students have developed in their studies of marketing, accounting, economics and organizational behaviour and other areas will be used for strategic planning of an organization. This course will include an examination of the current theory that applies in the field of business policy and group work in case analysis. This will provide students with a strategic perspective from which to make business decisions.

*Prerequisites* – Completion of a minimum of 7 Business courses including BUS110, BUS130, BUS140, and BUS191.

**Instructor**

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**Office Hours**

Monday	9:00 am – 10:20 am 5:00 pm – 6:20 pm
Wednesday	9:00 am – 10:20 am 5:00 pm – 6:20 pm

**Hours of Instruction**

Monday	10:30 am – 11:50 am
Wednesday	10:30 am – 11:50 am

**Required Resources**

STRATEGIC MANAGEMENT - 5TH CDN ED., Dess, McGraw Hill, ISBN # 978-1259275845.

**Course Outcomes****Students will be able to:**

1. Identify and choose a superior competitive position, how to analyze a strategic situation, and finally how to create the organizational context to make the chosen strategy work;
2. Explore conceptual frameworks and models to analyze competitive situation and strategic dilemmas and gain insight into strategic management;
3. Acquire practical experience in dealing with strategic issues by using current cases from across the globe;
4. Identify a firms' external competitive environment, looking at industry structure, value chain dynamics, and assess how a firm can select the best position within this environment;
5. Analyze a firm resources and capabilities, and look at the firm's resource system, and examine the challenge of coordinating the pieces of the puzzle that underpin corporate success.

6. Link these insights together using cases to give the learner a hands-on feel of what strategy-making is about, and help think through the implications of these decisions.

### Evaluation

TBD

In-class case work

Each week, we will be working on cases and real world examples in order to apply learning of examples of strategic business decision making. You will be asked to read, analyze, interpret and recommend alternative courses of action in order for organizations to achieve maximum success corporately. This requires the student to use their learning from other related disciplines such as marketing, finance, accounting, and human resources.

*A grade of C- is required for progression or transfer.*

### Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	<b>Progression</b>	C-	60 – 63.9
Poor	D+	1.3	57 – 59.9
<b>Minimum Pass</b>	D	1.0	50 – 56.9
Failure	F	0.0	< 50

### Proposed Schedule of Topics

Week	Topic
1	Introduction to Course, expectations, and evaluation process. What is Strategy and why is it important?
2	Analyzing the External Environment
3	Analyzing the Internal Environment
4	Assessing the Intellectual Assets of the Firm
5	Business-Level Strategy
6	Corporate-Level Strategy
7	International Strategy
8	Industry Change and Competitive Dynamics

9	Creating Effective Organizational Designs
10	Strategic Control & Corporate Governance
11	Strategic Leadership
12	Managing Innovation
13	Entrepreneurship
14	Final Examination

### Required Skills & Abilities

Enrolment in the Business Administration program and courses, requires the following skills and abilities:

#### Behavioural

- Ability to work independently or as a member of a group or team
- Engage with self and others to create a safe environment.
- Respond appropriately in situations that are stressful or that involve conflict
- Ability to listen and follow instructions
- Ability to manage time and meet deadlines

#### Cognitive

- Remember and recall information over a brief period of time.
- Remember and recall information over an extended period of time.

#### Environmental Ability

- \_to function in the presence of each of the following commonly encountered and unavoidable environmental factors:
  - distractions
  - noise
  - unpredictable behaviour of others

#### Psychomotor

- perform repetitive movements and tasks
- perform complex sequences of hand-eye coordination

#### Technical

- Ability to use a desktop/laptop computer
- Ability to navigate the college's online Learning Management System(Moodle) and other publisher-specific LMS.

### Performance Requirements

#### Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

**Student Attendance**

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

**Academic Misconduct**

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

**Specialized Supports**

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre, Wellness Services and Student Life Department work together to support student success at Keyano College.

**Accessibility Services (CC167)** supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934.

**Skill Centre (CC119)** provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 8:30 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.