

BUS 299, Strategic Management

3 credits, 3 hours lecture

Course Description

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.

Pre and Co-requisites

Completion of a minimum of 7 Business courses

Course Learning Outcomes (CLOs)

Upon successful completion of the course, the student shall be able to:

CLO1 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;

CLO2 Explore conceptual frameworks and models to analyze competitive situation and strategic dilemmas and gain insight into strategic management.

CLO3 Acquire practical experience in dealing with strategic issues by using current cases from across the globe;

CLO4 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;

CLO5 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.

CLO6 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

Assessment Type	Percentage
Theory	50%
Business Strategy Game	50%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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