

# Business Administration

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>Winter 2016</b>
Prerequisite(s):	BUAD 116, 128, 195, 262, 264, and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	BUAD 375, 410, 412, 415, 440,



**Notes**

**Exams (50%)**

During the semester, there is a term test, a mid-

**Notes** (con't)

**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>

## Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 4 Classes begin Family Day Feb 8 & Feb 9 to 12 Reading Break – no classes Good Fri. Mar 25 & Easter Mon. Mar 28 – no classes Tues. Apr 12 Last day of regularly scheduled classes	
Jan	4	Introduction/Course Expectations Strategic Management Process Overview of Harvard Case Analysis Method	Text Ch 1 Case Study Handout
	11	Strategy Making Tasks Importance and Development of Strategy Practice with Harvard Case Analysis Method Sony Music Entertainment and the Evolution of the...	Text Ch 2 Chapter 1 and 2 online quiz

## **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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