

Business Administration

Course Number: **BUAD 340**

Course Title: **STRATEGIC MANAGEMENT 1**

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. *(also offered by Distance Education)*

Semester and Year:

Notes**Exams (50%)**

During the semester, there is a mid-term and 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 passing grade average (50%) in the mid-term and final exams. Missed term test or exams cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing scheduled exams.

Online Quizzes (5%)

These quizzes are to evaluate your comprehension of text readings.

Team Case Analyses

Each team (4-5 tq [probl)6(em)]T(atita3()3(s.)-4()-4(A(st)-d5(on)3(s.)eQq72.504 567.34 495.43 72.8

Course Schedule

Week		Monday Feb 12 Family Day – Tuesday Feb 13 to Feb 16 Mid-semester Study Break – Friday Mar 30 to Monday April 2 Easter – Thursday Apr 12 Last Day of Regularly-scheduled Classes	
	1-5	Introduction/Course Expectations Strategic Management Process Overview of Harvard Case Analysis Method	Text Ch 1 Case Study Handout
	8-12	Strategy Making Tasks Importance and Development of Strategy Industry and Competitive Analysis Practice with Harvard Case Analysis Method Gap Inc.	Text Ch 2 and 3 Online quiz – Ch 1 & 2

