

# Business Administration

Course Number: **BUAD 340**

Course Title: **STRATEGIC MANAGEMENT 1**

Credits: 3

Calendar Description: This is th ETQQ EMC /Artifact BMC 72.024 590.02 0.48 28.8 ref53

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**Professors**

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Svan Lembke	250-878-1137	Kelowna: B209	slembke@okanagan.bc.ca
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**Learning Outcomes**

Upon completion of this course students will be able to

- differentiate between the four levels of strategy: corporate, business, functional and operational.
- analyze a company's current business position, its present business position, its long-term direction, and its prospects for gaining a competitive advantage.
- craft business strategy and evaluate the merits of one strategy option over another.
- conduct strategic assessments for a variety of industries facing differing competitive situations, such as forming alliances, mergers or acquisitions, integrating vertically, expanding into foreign markets, or diversifying into related or unrelated businesses.
- diagnose a "real-life" problem, analyze its causes, determine and evaluate methods for solving the problem, and recommending a plan of action for implementing the selected solution.

**Course Objectives**

This course will cover the following content:  
See weekly Course Schedule

**Evaluation Procedure**

Online Quizzes	5%
Term Test	5%
Mid-term Exam	20%
Final Exam	25%



**Performance Schedules**

Peer evaluations are required at the end of term will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted together with 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. Refer to the Team Charter for details. Performance Schedules must be signed by all group members. If the team is not in agreement than the mark assigned by the Professor will apply to all group members. Note: Grades will not be awarded to non-contributing or absentee team members.

**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 requires regular attendance utilizing common tech; 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



