

# **EFFECTIVE: SEPTEMBER, 2007 CURRICULUM GUIDELINES**

Α.	Division:	Education		Effective Date:		September, 2007			
В.	Department / Program Area:	Commerce & Business Admin.		evision		New Course	X		
	170gruin 11rcui		Re Da	Revision, Section(s) evised: te of Previous Revision te of Current Revision		I			
C:	BUSN 4275	SN 4275 D: Business Strategy and Competitive Analysis E: 3							
	Subject & Cour	rse No.	Descri	ptive Title		Semester Credit	.S		
F:	Calendar Descrip	alendar Description:							
	This course integrates the knowledge and applied skills gained in other courses with comprehensive case reviews and shows how the various business functional units work together in formulating and applying strategies in a globe setting. It demonstrates why the different parts of a business need to subscribe to predefined and formulated corporate strategies to succeed and harmonize with the various stakeholders. The course uses a comprehensive business case review method.								
G:		ontact Hours to Type of Instruction	H:	Course Prerequisites:					
	/ Learning Settings		BUSN 2275						
	•	Primary Methods of Instructional Delivery and/or Learning Settings: Lecture and Discussion							
	Learning Setting			I: Course Corequisites:					
	Lecture and Dis								
	Number of Contact Hours: (per week / semester for each descriptor)  Lecture: 2 Hours Discussion: 2 Hours  Number of Weeks per Semester:  15 Weeks X 4 Hours per Week = 60 Hours		J:	: Course for which this Course is a Prerequisite					
			K:	Maximum Class Size	· ·				
			17.	35					
L:	PLEASE INDICATE:								
	Non-Credit								
	College Cr	College Credit Non-Transfer							
	X College Cr	X College Credit Transfer:							
	SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)								

## M: Course Objectives / Learning Outcomes

Upon completion of the course the student will be able to:

- 1. Use strategic thinking about a company, its present position and long-term strategic direction
- 2. Conduct critical strategic analysis in a variety of industries and competitive situations, in global settings
- 3. Demonstrate applied skills in crafting business strategies, reasoning strategic options, and the use "what-if analysis", for risk management
- 4. Evaluate strategic action alternatives, and make sound strategic decisions
- 5. Identify and optimize among a range of options managers can take to effectively execute strategy
- 6. Integrate the knowledge gained in earlier core courses in the Business Administration Degree (BBA) program
- 7. Integrate the knowledge and skills gained in other business/ accounting courses, show you how the various pieces of the operation fit for strategic positioning and success
- 8. Conduct an internal analysis to identify the firms' strengths and weaknesses
- 9. Assess the company external environment to identify opportunities and threats
- 10. Identify the best course of actions for corporate strategy implementation and viable financial results
- 11. Implement the strategic choices and measure the operational outcomes and financial results
- 12. Evaluate the strategic decisions and their consequences in a comprehensive case review setting
- 13. Assess how the business units fit together to create harmony for a company to operate in a winning fashion and succeed financially and globally
- 14. Forecast technological evolution and product /technology obsolescence
- 15. Assess the role e-commerce and e-platforms in corporate strategy formulation and market positioning
- 16. Perform managerial tasks associated with implementing and executing company strategies.

#### **N:** Course Content:

- 1. Overview of strategic management and competitiveness
- 2. Review of corporate performance (operational and financial), and the measurement criteria
- 3. External environment, industry competitiveness, industry players (national and international)
- 4. Internal resource assessment, corporate strength and core competencies
- 5. Porter's generic business level strategies and implementation issues
- 6. Corporate level strategy formulation, competitive dynamics and competitive response
- 7. International takeovers, amalgamation, mergers, restructuring, alliances, entry and exit strategies
- 8. Corporate monitor, control systems
- 9. Management of financial and operational risks, in international settings
- 10. Management control and reward systems
- 11. Corporate innovation, and technological forecasting
- 12. International trade systems, trade tribunals, trade agreements
- 13. Restrictive trade practices and their impact on formulating strategic positioning

## O: Methods of Instruction

Lecture and discussion.

### **P:** Textbooks and Materials to be Purchased by Students

- 1. Hitt, Ireland, Hoskisson, Rowe & Sheppard. Strategic Management: Competitiveness & Globalization Concepts, Latest Edition,, Nelson Thompson Publishing
- 2. Hitt, Ireland, Hoskisson, Sheppard & Rowe. Strategic Management: Competitiveness & Globalization Cases, Latest Edition, Nelson Thompson Publishing.
- 3. "The Globe and Mail" students will be required to buy this newspaper
- 4. Students are also expected to review / analyze several journals, research reports.

Q:	Means of Assessment				
	Group written case analysis 30 %				
	Midterm 25%				
	Participation 15%				
	Individual written case analysis 15%				
	Group case presentation 15%				
R:	Prior Learning Assessment and Recognition: specify whether course is open for PLAR				
	M.				
	No.				
Course Designer(s): Joe Ilsever		Education Council / Curriculum Committee Representative			
Dean / Director: Rosilyn G. Coulson		Registrar: Trish Angus			

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