



**EFFECTIVE: SEPTEMBER 2011
CURRICULUM GUIDELINES**

A. Division: **Education** Effective Date: **September 2011**

B. Department / Program Area: **Commerce & Business Admin. / Business** Revision New Course

If Revision, Section(s) Revised: **H, P, Q**

Date of Previous Revision: **June 2007**

Date of Current Revision: **May 2010**

C: BUSN 4275 **D: Business Strategy and Competitive Analysis** **E: 3**

Subject & Course No.	Descriptive Title	Semester Credits						
F: Calendar Description:	<p>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.</p>							
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lecture and Discussion 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	H: Course Prerequisites:	BUSN 2275 AND 90 Credits towards BBA Degree OR permission of instructor						
	I: Course Corequisites:							
	J: Course for which this Course is a Prerequisite							
	K: Maximum Class Size:	35						
L: PLEASE INDICATE: <table border="0" style="margin-left: 20px;"> <tr> <td style="border: 1px solid black; width: 30px; height: 20px;"></td> <td>Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px;"></td> <td>College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">X</td> <td>College Credit Transfer:</td> </tr> </table> <p style="margin-left: 20px;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)</p>				Non-Credit		College Credit Non-Transfer	X	College Credit Transfer:
	Non-Credit							
	College Credit Non-Transfer							
X	College Credit Transfer:							

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. Thompson, Jr., A.A., Strickland III, A.J., and Gamble, John E., Crafting and Executing Strategy, 17th Ed. , McGraw-Hill, 2009.
2. Latest Editions of the above noted Textbook.
3. Other textbooks as recommended by the Instructor and approved by the Business Department.
4. Students are also expected to review / analyze several journals, research reports.

<p>Q: Means of Assessment</p> <p>Group written case analysis . . . 20 % Midterm 20 - 25% Participation 10 - 15% Individual written case analysis . . . 10 - 15% Group case presentation 10 - 15% Final Exam 20 - 30%</p>
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>

Course Designer(s): **Bill Archibald**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar: **Ted James**