

A: Division: **INSTRUCTIONAL** Date: **JUNE 1997**  
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:  
 Program: **BUSINESS ADMINISTRATION** Revision of Course Information form: **SEPTEMBER 1983**  
 C: **BUSN 470** D: **BUSINESS STRATEGY AND SIMULATION** E: **3**

Subject & Course No.	Descriptive Title	Semester Credit
----------------------	-------------------	-----------------

F: Calendar Description: This course will provide students with an introduction to strategic management, which students will practice using a computerized business simulation. Topics covered include: Company missions, external environment, internal analysis and company profile, objective and strategies in the long and short term, strategic analysis, implementation.	Summary of Revisions:  1997-05 Sections: D,F,G,H,K,N,O,P,Q,R 1983-09 Sections: E,P
---	---

G: Type of instruction: Hrs per week

Lecture:	2	Hrs.
Laboratory:		Hrs.
Seminar:	2	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		
Total:	4	Hrs.
Semester Total (4 x 15 wks):	60	Hrs.

H: Course Prerequisites:  
**(ACCT 110 and ACCT 210 or ACCT 235) and BUSN 210 and BUSN 330 and CISO 110 and (CMNS 111 or CMNS 115 or ENGL 100-level except ENGL 124) and minimum 30 credits in Faculty of Commerce & Business Administration**

I: Course Corequisites:  
 nil

J: Course for which this Course is a Prerequisite:  
 nil

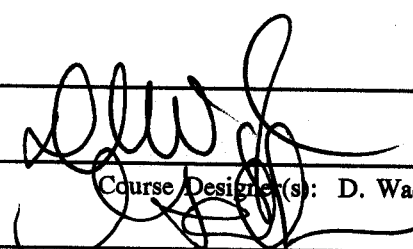
K: Maximum Class Size:  
 24

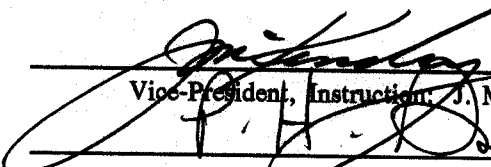
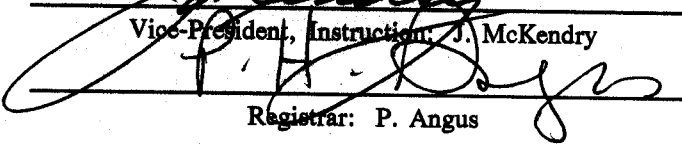
L: College Credit Transfer   
 College Credit Non-Transfer  X  
 Non-Credit

M: Transfer Credit: Requested:   
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU  
 SFU  
 UBC  
 UNBC  
 UVIC  
 Other:

  
 Course Designer(s): D. Waddington  
 Dean: J. Sator

  
 Vice-President, Instruction: J. McKendry  
  
 Registrar: P. Angus

**N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS**

Pearce, J. A. and Robinson, R. B. Formulation, Implementation and Control of Competitive Strategy, Latest Ed. Richard D. Irwin

One of the following computer simulations, depending upon instructor's choice and inter-institutional agreements:

Jensen, R. L. Business Management Laboratory, Latest Ed. Richard D. Irwin

Smith, J. R. and Golden, P. A. Airline, A Strategic Management Simulation, Latest Ed. Prentice Hall

Scott, Strickland, Hofmeister and Thompson. Micromatic - A Strategic Management Simulation, Latest Ed. Houghton Mifflin Co.

Smith, J. R. and Golden, P. A. Corporation, a Strategic Management Simulation Latest Ed. Prentice Hall

**O: COURSE OBJECTIVES**

The student will be able to:

1. describe and analyze aspects of business strategy;
2. solve case problems using business strategy concepts;
3. prepare reports which analyze and explain business strategy.

**P: COURSE CONTENT**

1. Overview of Strategic Management.
2. Company Mission.
3. External Environment.
4. Environmental Forecasting.
5. Internal Analysis and Company Profile.
6. Formulation of Objectives and Strategies, Long and Short-term.
7. Strategic Analysis and Choice.
8. Implementation.

9. Strategic Simulation using a Computer Model.

**Q: METHOD OF INSTRUCTION**

Lectures and Computer Labs.

**R: COURSE EVALUATION**

Term Examination	20%
Case Studies (1-10)	20%
Oral Presentation	5%
Simulation Quiz	5%
Group Reports (1-4)	20%
Simulation Performance	20%
Participation	<u>10%</u>
	<u>100%</u>

© Douglas College. All Rights Reserved.