



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **Instruction** Effective Date: **September 2004**

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

If Revision, Section(s) Revised: **C, H**

Date of Previous Revision: **1997-06 D, F, G, H, K, N, O, P, Q, R**

Date of Current Revision: **2004-09**

C: **BUSN 4470** D: **Business Strategy and Simulation** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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.		
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: (ACCT 1110 and ACCT 1210 or ACCT 1235) and BUSN 1210 and BUSN 1330 and CISY 1110 and (CMNS 1111 or CMNS 1115 or ENGL 1100-level except ENGL 1124) 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: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

<p>M: Course Objectives / Learning Outcomes</p> <p>The student will be able to:</p> <ol style="list-style-type: none"> 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>N: Course Content:</p> <ol style="list-style-type: none"> 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. 																
<p>O: Methods of Instruction</p> <p>Lectures and Computer Labs</p>																
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Pearce, J. A. and Robinson, R. B. <u>Formulation, Implementation and Control of Competitive Strategy</u>, Latest Ed. Richard D. Irwin</p> <p>One of the following computer simulations, depending upon instructor's choice and inter-institutional agreements:</p> <p>Jensen, R. L. <u>Business Management Laboratory</u>, Latest Ed. Richard D. Irwin</p> <p>Smith, J. R. and Golden, P. A. <u>Airline, A Strategic Management Simulation</u>, Latest Ed. Prentice Hall</p> <p>Scott, Strickland, Hofmeister and Thompson. <u>Micromatic - A Strategic Management Simulation</u>, Latest Ed. Houghton Mifflin Co.</p> <p>Smith, J. R. and Golden, P. A. <u>Corporation, a Strategic Management Simulation</u> Latest Ed. Prentice Hall</p>																
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Term Examination</td> <td style="text-align: right; padding: 2px;">20%</td> </tr> <tr> <td style="padding: 2px;">Case Studies (1-10)</td> <td style="text-align: right; padding: 2px;">20%</td> </tr> <tr> <td style="padding: 2px;">Oral Presentation</td> <td style="text-align: right; padding: 2px;">5%</td> </tr> <tr> <td style="padding: 2px;">Simulation Quiz</td> <td style="text-align: right; padding: 2px;">5%</td> </tr> <tr> <td style="padding: 2px;">Group Reports (1-4)</td> <td style="text-align: right; padding: 2px;">20%</td> </tr> <tr> <td style="padding: 2px;">Simulation Performance</td> <td style="text-align: right; padding: 2px;">20%</td> </tr> <tr> <td style="padding: 2px;">Participation</td> <td style="text-align: right; padding: 2px;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right; padding: 2px;"><u>100%</u></td> </tr> </table>	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>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p>																

Course Designer(s): **David Waddington**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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