



EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May, 2008**

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

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

Date of Previous Revision: **September 2004**

Date of Current Revision: **May, 2008**

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

Subject & Course No.	Descriptive Title	Semester Credits
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<p>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.</p>	
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<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites: (ACCT 1110 and ACCT 1210 or ACCT 1235) and BUSN 1210 and (BUSN 1330 or FINC 1231) and CSIS 1110 and (CMNS 1111 or CMNS 1115 or ENGL 1100-level except ENGL 1124) and minimum 30 credits in Faculty of Commerce & Business Administration</p> <p>I: Course Corequisites: Nil</p> <p>J: Course for which this Course is a Prerequisite Nil</p> <p>K: Maximum Class Size: 24</p>
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L: PLEASE INDICATE:

	Non-Credit
	College Credit Non-Transfer
	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

<p>M: Course Objectives / Learning Outcomes 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 style="padding-left: 40px;">Lectures and Computer Labs</p>																
<p>P: Textbooks and Materials to be Purchased by Students</p> <p style="padding-left: 40px;">Pearce, J. A. and Robinson, R. B. <u>Formulation, Implementation and Control of Competitive Strategy</u>, Latest Ed. Richard D. Irwin</p> <p style="padding-left: 40px;">One of the following computer simulations, depending upon instructor's choice and inter-institutional agreements:</p> <p style="padding-left: 40px;">Jensen, R. L. <u>Business Management Laboratory</u>, Latest Ed. Richard D. Irwin</p> <p style="padding-left: 40px;">Smith, J. R. and Golden, P. A. <u>Airline, A Strategic Management Simulation</u>, Latest Ed. Prentice Hall</p> <p style="padding-left: 40px;">Scott, Strickland, Hofmeister and Thompson. <u>Micromatic - A Strategic Management Simulation</u>, Latest Ed. Houghton Mifflin Co.</p> <p style="padding-left: 40px;">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-left: 40px;">Term Examination</td> <td style="text-align: right; padding-left: 20px;">20%</td> </tr> <tr> <td style="padding-left: 40px;">Case Studies (1-10)</td> <td style="text-align: right; padding-left: 20px;">20%</td> </tr> <tr> <td style="padding-left: 40px;">Oral Presentation</td> <td style="text-align: right; padding-left: 20px;">5%</td> </tr> <tr> <td style="padding-left: 40px;">Simulation Quiz</td> <td style="text-align: right; padding-left: 20px;">5%</td> </tr> <tr> <td style="padding-left: 40px;">Group Reports (1-4)</td> <td style="text-align: right; padding-left: 20px;">20%</td> </tr> <tr> <td style="padding-left: 40px;">Simulation Performance</td> <td style="text-align: right; padding-left: 20px;">20%</td> </tr> <tr> <td style="padding-left: 40px;">Participation</td> <td style="text-align: right; padding-left: 20px;"><u>10%</u></td> </tr> <tr> <td></td> <td style="text-align: right; padding-left: 20px;"><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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	<u>100%</u>															

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

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

Education Council / Curriculum Committee Representative

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

Registrar: **Trish Angus**

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