

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

BUSM 4200: Strategic Management

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 4 h + Seminar 0 h + Lab 0 h

Credits: 3

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Crafting, implementing and executing a company's strategy is the heart and soul of business. The focus of strategic management is on managing the entire organization from an executive level. In this course, students will learn to think, analyze and plan at a strategic level, and to think like an executive.

Registration in this course is restricted to students admitted into the Bachelor of Business Administration (BBA) Program.

Prerequisite(s): Successful completion of a minimum of 90 credits in the BBA Program; a minimum "C" grade in CMNS 2228; a minimum "C" grade in six additional credits of university-transferable English or Communications; and BUSM 3000, COOP 2301, or 2303.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- describe the strategic management process, stakeholders, and corporate mission and objectives
- apply multiple tools and techniques to identify industry opportunities and threats
- analyze external and internal business environments
- build competitive advantage through functional level strategy
- appraise operational and tactical decisions in business-level strategy, strategy in global environment, corporate strategy, strategic alliances, diversification, and restructuring in a corporation
- critically evaluate the organizational structure and control systems
- develop business strategy recommendations to improve an organization's competitive advantage
- justify the recommended strategy or strategies
- create a strategy implementation plan, including the time frame and cost
- work in a collaborative team setting to develop a business strategy to improve an organization's competitive advantage

snəwəyət̚ leləm̚ Langara College acknowledges that we are located on the unceded territory of the Musqueam people.

Instructor(s): TBA

Office: TBA **Phone:** 604 323 XXXX **Email:** TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Hitt, Michael, R Duane Ireland, Robert Hoskisson. "Strategic Management: Competitiveness and Globalization- concepts", 12th edition. Cengage Learning. 2017.

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam 30%

Other Assessments %

(An example of other assessments might be:) %

Midterm exam: 20%

Assignments: 20%

Project: 20%

Other: 10%

Number of assignments: 12

Number and variety of writing assignments: Weekly case studies and term project

Proportion of individual and group work:

Individual: 75%

Group: 25%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

This generic outline is for planning purposes only.

Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

- Introduction to Strategic Management
- Strategic mission and objectives
- Industry and competitive analysis
- Internal evaluation and core competencies
- Creating a competitive advantage
- Competing in a global market
- E-Business models and strategies
- Tailoring strategies to specific industries
- Strategy for multinationals
- Evaluating strategies of diversified companies, value-chain analysis
- Building internal capabilities
- Strategy implementation and execution
- Corporate culture and leadership

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

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