

**COURSE CODE:** BUAD 340

**COURSE TITLE:** STRATEGIC MANAGEMENT I

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### **Calendar Description**

This is the first of two courses in strategic management. It will draw upon critical thinking concepts and techniques to evaluate alternatives in a strategic management context. The case method will be used extensively.

**Prerequisite(s):** BUAD 116, 128, 195, 262, 264, and minimum third-year standing or admission to any business administration Post-Baccalaureate Diploma Program

**Co-requisite(s):** None

**Prerequisite for:** BUAD 375, 410, 412, 415, 440, 480

**Substitutable Courses:** None

**Graduation Requirement:** BBA – Required

**Transfer Credit:** CPA (credit with BUAD 365)

**Special Notes:** None

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** January 1998

**EDCO Approval:** May 2017

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## Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	<b>Differentiate</b> between the four levels of strategy: corporate, business, functional and operational.
2	<b>Analyze</b> a company's strategy, its present business position, its long-term direction, and its prospects for gaining a competitive advantage.
3	<b>Craft business strategy</b> and evaluate the merits of one strategy option over another.
4	<b>Conduct strategic assessments</b> for a variety of industries facing differing competitive situations, such as forming alliances, mergers or acquisitions, integrating vertically, expanding into foreign markets, or diversifying into related or unrelated businesses.
5	<b>Diagnose</b> a "real-life" problem, analyze its causes, determine and evaluate methods for solving the problem, and recommending a plan of action for implementing the selected solution.

## Course Objectives

Objectives	This course will cover the following content See weekly Course schedule
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## Professors

Name	Phone Number	Office	Email
Devin Rubadeau	Ext.4621	E224	drubadeau@okanagan.bc.ca
Svan Lembke	Ext.4744	B209	slembke@okanagan.bc.ca

## Evaluation Procedure

Online Quizzes	5 %
Term Test(s)	5 %
Mid-Term Exam	20 %
Final Exam	25 %
<b>Individual Component</b>	<b>55 %</b>
Team Full Case Report (Corporate Strategy)	15 %
Team Full Case Oral Presentation (Business Strategy)	15 %
Team Assignments	15 %
<b>Team Component</b>	<b>45 %</b>
<b>Total</b>	<b>100 %</b>

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**To pass this course, you must achieve a passing grade average (50 %) in the midterm and final exams.**

## Required Materials

Thompson et al. (2024) *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases, International Student Edition (2024 Release)* McGraw Hill

## Notes

### Exams (45 %)

During the semester, there is a mid-term and final exam. The exams can be writing on paper or on the student's personal laptop. These exams evaluate your comprehension of strategic management concepts and your application of critical thinking and problem-solving skills to "real-life" situations. To pass this course, you must achieve a passing grade average (50%) across the mid-term and final exams.

*Note: Missed exams or tests cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing scheduled exams.*

### Term Test(s) (5 %)

There will be one or two term tests early in the semester to evaluate your note taking, reflection process and comprehension of course content.

### Online Quizzes (5%)

Chapter quizzes will be used to evaluate your comprehension of text readings. The quizzes are based on the latest edition of the course text (2024 Release).

### Team Assignments (15 %)

Throughout the semester there will be six small assignments. The details of these assignments are posted in Moodle and due dates are listed on the course schedule (below). Assignments 1 – 3 are worth 2% of the course grade each, Assignments 4 – 6 are worth 3 % of the course grade each. Group members have to be in class, ready to present and discuss the assignment content in order to share the group grade.

### Written Report – Corporate Strategy (15 %)

There is one large Corporate Strategy written case analysis at the end of the course worth 15% of your total grade. This is a team project. The written case report is to adhere to the standard Case Analysis format (refer to the Case Study Report format and Case Study Analysis handouts on Moodle). The report is to be generated using MS Word and submitted to the "Corporate Strategy - Written Case Report" Dropbox on Moodle under the "Case Analysis" topic.

### Oral Presentation – Business Strategy (15 %)

There is one large Business Strategy oral presentation at the end of the course that is worth 15% of your total grade. This is a team project. Visual aids are required to illustrate the main points of your oral presentation. The oral presentation should be submitted to the "Business Strategy – Oral Presentation" Dropbox on Moodle under the "Case Analysis" topic before class.

When in-person presentations are not possible, voice-over-slide presentations will be submitted (Online course format only).

### Individual Case Board Evaluations (-15 % if absent)

Each team member is responsible for evaluating the content and quality of other teams' full case oral presentations. Students will act as a member of the Board of Directors and, as such, are expected to pose planned and relevant questions to the presenting teams. Board members are to be fully familiar with the case and its analysis. Before the end of the class session, each Board member has to submit their evaluation to the professor. The individual's grade is assessed by the professor, based on the quality of the evaluation submitted, including a list of at least five good questions to the presenting team.

## **Performance Schedules**

Peer evaluations are required at the end of term and will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted after the team's Business Strategy oral presentation. A student from each team is responsible for submitting a single score out of fifty (50) for each team member and the percentage of the grade allocated to each team member. Performance Schedules must be signed by all team members. If the team is not in agreement then the mark assigned by the Professor will apply to all team members.

*Note: Grades will not be awarded to non-contributing or absentee team members.*

Refer to the Team Charter for details. There will also be a Performance Schedule at mid-term to enable team member expectation management and discussion. The mid-term Performance Schedule submission does not influence the grade.

## **Resolving Team Disputes**

One of the objectives of this course is to enhance each student's awareness of the skills and sacrifices that are required to perform as an effective team member. If any team member does not pull his or her weight, the management team may apply to the professor to have this person fired. Reasonable efforts must be taken to encourage this person's involvement and all stages of disciplinary action must be documented. Your professor is available to assist in counseling and dispute resolution at any stage. Nevertheless, once due process has been followed, the terminated individual will not be eligible for further team marks. It is the professor's prerogative to determine the action that is warranted and whether or not the student will be required to withdraw from the course. Team meeting minutes and other Moodle communications will be requested by the professor throughout the dispute resolution process.

## **Course Policy on the Use of Artificial Intelligence**

### **Use of Generative AI Tools is strictly prohibited**

The use of generative AI tools, including ChatGPT and other similar tools, to complete or support the completion of any form of assignment or assessment in this course is not allowed. Use of these tools is considered cheating through the use of unauthorized aids (see Academic Integrity Policy section 6.1) and would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

### **Additional Course Requirements for Online Classes**

This course (if delivered online) requires regular attendance utilizing common technology; which must include a webcam, a microphone, speakers and good internet connection.

Class and small group discussions are regular activities, so students should be prepared for each three-hour class to include significant online interactions. Having a quiet work space and reliable internet connection and technology on which to participate in class is essential. A working webcam and microphone are essential for students during every class when signed up for the online classes especially as sharing group assignment grades rely on every group member contributing during class.

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2025 (Wednesdays):		Wed, Sep 3 - Classes begin Fri, Sep 12 - Add/drop date - Last day to register for a course and last day to receive a refund for course drop <b>Tue, Sep 30 - Statutory Holiday (no classes)</b> <b>Mon, Oct 13 - Statutory Holiday (no classes)</b> Fri, Oct 24 - Last day to withdraw from a course without academic penalty <b>Mon, Nov 10 - No classes</b> <b>Tue, Nov 11 - Statutory Holiday (no classes)</b> Fri, Dec 5 - Last day of regularly scheduled classes Tue, Dec 9 - Thu, Dec 18 - Final exam period – see <a href="#">policy</a> .	Chapter(s):
<b>Sep</b>	3	Introduction/Course Expectations Strategic Management Process Overview of Harvard Case Analysis Method	Guide to Case Analysis (course text)
	10	Strategy Making Tasks Importance and Development of Strategy Practice with Harvard Case Analysis Method <i>Competition in the Energy Drink Market in 2023</i>	Text Ch 1 Online quiz – Ch 1
	17	Charting a Company’s Direction Industry and Competitive Analysis Evaluating the External Environment <i>Lululemon athletica in 2023</i>	Text Ch 1, 2 & 3 Online quiz – Ch 2 & 3 Assignment 1
	24	Company Resources and Capabilities Generic Competitive Strategies <i>Lululemon athletica in 2023</i>	Text Ch 4 & 5 Online quiz – Ch 4 & 5 Assignment 2 Team Charter Term Test 1
<b>Oct</b>	1	Strengthening a Company’s Strategic Position <i>Tesla’s Strategy in 2023 or Netflix’s 2023 Strategy for Battling Rivals in the Global market</i>	Text Ch 6 Online quiz Ch. 6 Assignment 3 Term Test 2
	8	Business Strategies & Implementation I Review and Mid Term Exam Preparation <i>Tesla’s Strategy in 2023 or Netflix’s 2023 Strategy for Battling Rivals in the Global market</i>	Text Ch 8 Online Quiz Ch 8 Assignment 4
	15	<b>Midterm</b>	Performance Schedule I
	22	Business Strategies & Implementation II Evaluating Attractiveness and Fit Review of Midterm	Text Ch 10 & 11 Online Quiz Ch. 10 & 11
	29	Corporate Strategies I Competing in International Markets <i>The Walt Disney Company: Its Diversification Strategy in 2020</i>	Text Ch 7 Online Quiz Ch 7 Assignment 5
<b>Nov</b>	5	Corporate Strategies II Corporate Culture and Leadership Ethics, CSR, Environmental Sustainability, and Strategy <i>The Walt Disney Company: Its Diversification Strategy in 2020</i>	Text Ch 9 & 12 Online Quiz – Ch 9 & 12 Assignment 6
	12	Corporate Strategies III Building Resources and Capabilities <i>PepsiCo’s Diversification Strategy in 2023</i>	Written Report
	19	Business Strategies & Implementation III <i>Pollo Campero, The Taste of Latin America</i>	Oral Presentation

	26	Business Strategies & Implementation III continued	Board Evaluation
<b>Dec</b>	3	Review	Performance Schedule II
	9-18	<b>Final Exam Period</b>	

## Skills Across the Business Curriculum

The School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

**Academic Honesty:** Students have a responsibility to read the [OC Academic Integrity Policy](#).

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.” “Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The School of Business requires the use of the APA or MLA style but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and available for circulation from OC libraries. The library website has access to these two major citing styles.

**What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.

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Last Updated: April 7, 2025 ([New Academic Integrity Policy Link](#))