

**SAMPLE COURSE OUTLINE****Course Code, Number, and Title:**

BUSM 4850: Business Strategy

**Course Format:**

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

Lecture 4.0 h + Seminar 0.0 h + Lab. 0.0 h

**Credits:** 3

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

**Course Description, Prerequisites, Corequisites:**

This capstone course of the post-degree diplomas provides the opportunity for students to formulate a corporate business strategy, make decisions and interact as executive leaders running a company within a business simulation. The course integrates concepts, skills and techniques gained in previous course work into a strategic management framework. Students will learn to think, analyze, plan, and make decisions at a strategic level and then see the results of their decisions.

Prerequisite(s): A minimum "C" grade in BUSM 4820, MARK 4810 and STAT 4800; and a minimum "C" grade in BUSM 4810 or MARK 4820

Corequisites: None

NOTE: Students may receive credit for only one of BUSM 4200 and BUSM 4850. BUSM 4200 may not be used to satisfy the BUSM 4850 requirement.

*Registration restricted to students admitted into the PDD-BA & PDD-MM programs*

**Learning Outcomes:**

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

- Decide what the strategic issues are by applying multiple tools and techniques to identify strengths, weaknesses, opportunities and threats.
- Analyze the issues using the appropriate numerical and financial data.
- Apply the concepts and techniques of strategic analysis to improve an organization's competitive advantage.
- Examine conflicting opinions and construct reasoned judgments on the validity of the data and information available.
- Support their diagnosis and opinions with reasons and evidence.
- Develop an appropriate implementation plan.
- Explain, justify and defend the recommended strategy or strategies.

snəwəyət leləm 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:]

Ketchen, Dave et al. "Mastering Strategic Management", 1<sup>st</sup> edition (online). BC Campus Open Textbook. 2014.

*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** 20%

**Other Assessments** %

**(An example of other assessments might be:) %**

Midterm Exam: 15%

Assignments: 15%

Group project: 25%

Other (simulation): 25%

Number of assignments: 3 individual + 1 group report and presentation for the simulation

Number and type of writing assignments: 3 individual case studies + 1 group report for the simulation

Proportion of group and individual work:

Individual: 50%

Group: 50%

**Grading System:** Letter grade

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

Passing grade: D

*This generic outline is for planning purposes only.*

## Topics Covered:

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

### THE STRATEGIC POSITION

- The environment
- Strategic capabilities
- Strategic purpose
- Culture and strategy

### STRATEGIC CHOICES

- Business strategy
- Corporate strategy and diversification
- International strategy
- Innovation and entrepreneurship
- Mergers, acquisitions and alliances

### STRATEGY IN ACTION

- Evaluating strategies
- Strategy development processes

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:

*This generic outline is for planning purposes only.*