

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

BUSM 4855: Business Strategy for Accountants

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:

This is the capstone course for the Post-Degree Diploma in Accounting program. Crafting, implementing and executing a company's strategy is the core of an organization. The focus of business strategy is on managing the entire organization from an executive level. This course emphasizes the chief financial officer's perspective. A strong emphasis is placed on financial and non-financial strategic objectives that play a role in the organization's longevity.

NOTE: Students will receive credit for only one of BUSM 4200 and BUSM 4855. BUSM 4200 may not be used to satisfy the BUSM 4855 requirement.

Prerequisites: Successful completion of a minimum of 48 credits including: a minimum "C" grade in FMGT 4818; and a minimum "C" grade in FMGT 4865.

Corequisites: None

Registration restricted to students admitted to the PDD-A program

Learning Outcomes:

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

- Describe the strategic management process and its stakeholders.
- Assess whether management decisions align with the entity's mission, vision, and values
- Evaluate the entity's internal and external environment and its impact on strategy development
- Apply multiple tools and techniques to identify industry opportunities and threats
- Appraise operational and tactical decisions in business-level strategy, strategy in global environment, corporate strategy, strategic alliances, diversification, and restructuring the corporation.
- Critically evaluate the organizational structure and control systems.
- Evaluate the entity's strategic objectives with related performance and financial measures
- Evaluate strategic alternatives

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- Analyze the key operational issues and alignment with strategy
- Recommend changes identified by applying process improvement methodologies
- Develop and justify business strategy recommendations to improve the organization's competitive advantage while aligning their financial resources for a sustainable future

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 et al. "Strategic Management: Competitiveness and Globalization- Concepts and Cases", 12th edition. South Western. 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: 30%

Proportion of individual and group work:

Individual: 70%

Group: 30%

Grading System: Letter grade

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

Passing grade: C

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

- 1 Strategic Leadership: Managing the Strategy-Making Process for Competitive Analysis
- 2 External Analysis: The Identification of Opportunities and Threats

THE NATURE OF COMPETITIVE ADVANTAGE

- 3 Internal Analysis: Resources and Competitive Advantage
- 4 Building Competitive Advantage through Functional-Level Strategy

STRATEGIES

- 5 Building Competitive Advantage through Business-Level Strategy
- 6 Business-Level Strategy and the Industry Environment
- 7 Strategy and Technology
- 8 Strategy in the Global Environment
- 9 Corporate-Level Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing
- 10 Corporate-Level Strategy: Related and Unrelated Diversification

IMPLEMENTING STRATEGY

- 11 Corporate, Governance, Social Responsibility and Ethics
- 12 Implementing Strategy through Organization

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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