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Professors

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Learning Outcomes

Upon completion of this course students will be able to:

- xDifferentiate between the four levels of strategy: corporate, business, functional and operational.
- xAnalyze a company's strategy, its present business position, its long term direction, and its prospects for gaining a competitive advantage.
- xCraft business strategy and evaluate the merits of one strategy option over another.
- xConduct strategic assessments 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.
- xDiagnose 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

This course will cover the following content including:

See weekly schedule.

Evaluation Procedure

Term Test	10%
Mid-term Exam	20%
Final Exam	25%
Team Full Case Report	15%
Team Case Presentation	15%
Team Case Board Evaluations	5%
Team Assignments/Class Participation	10%
Total	100%
To pass this course, you must achieve a passing grade average (50%) in the mid-term and final exams.	

Notes**Exams (55%)**

During the semester, there is a term test, a mid-term and a final exam. These assessments 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%) in the mid-term and final exams. Missed term test or exams cannot be rescheduled without a medical certificate or other supporting evidence. Inconvenience to the student is not a valid reason for missing scheduled exams.

Team Case Analyses (35%)

Each team (4 – 5 members) is responsible for a written case report (15 marks), 4 oral case presentations (15

Notes (con't)

Team Assignments/Class Participation (10%)

Throughout the semester there will be three small assignments. The details of these assignments are posted

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan 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 AND ACADEMIC HONESTY
