

# Business Administration

Course Number: **BUAD 480**

Course Title: **STRATEGIC MANAGEMENT II**

**Professors**

|  |                           |         |                          |
|--|---------------------------|---------|--------------------------|
|  |                           |         |                          |
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**Learning Outcomes**

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

Describe how major disruptive forces such as anti-globalization, technology advancement, environmentalism, and corporate social responsibility can trigger industry transformational change

Apply case analysis methodology to solve disruptive business problems and make managerial decisions

Apply competitive analysis techniques (e.g. SWOT, portfolio analysis, stakeholder analysis, industry segmentation, critical success factor analysis, value chain analysis, building sustainable competitive advantage)

Prepare a strategic plan for an existing organization

Effectively execute strategy through the use of performance measurement and control systems (e.g. the balanced scorecard, diagnostic control systems, strategic risk management)

**Course Objectives**

This course will cover the following content including:

See course schedule

**Evaluation Procedure**

**Notes**

**Strategic Planning Assignments** (*30% of grade*)

**BUAD**

**Course Schedule**

| <u>Week</u>                             | <u>Thurs.</u> | Monday, January 7 - Classes Start<br>Monday, February 18 Family Day (no classes)<br>Tuesday, February 19 - Friday, February 22 Reading Week (no classes)<br>Friday, April 12 Last Day of Regular Classes<br>Friday, April 19 Monday, April 22 Easter (no classes) |  |
|---|---------------|---|--|
| Introduction to Strategic Management II |               |   |  |

1 Jan. 10

