

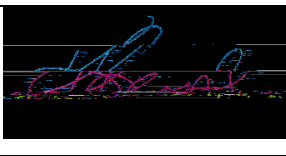
# Business Administration

Course Number: **BUAD 480**

Course Title:

Credits: 3

Calendar escription: This course builds of the strategy concepts introduced in Strategic Management I and is organized into two parts. Part 1 explores emerging issues related to strategic management in the 21st century. The focus is on those disruptive forces that are

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**Professors**

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## Notes

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

During the semester, there are two strategic planning assignments. The first assignment is your team Charter and is worth 5 marks. Assignment 1 contains the following components: company vision, mission and values; company name, logo and organizational structure (chart and job descriptions); a method and rationale for appraising team member performance; and weekly meeting minutes. (Refer to Assignment 1 handout for details.) The second assignment includes five distinct parts; each part representing a weekly case analysis during the semester. Each case analysis is worth 5 marks, combining to make 25% of the course total. In addition to completing a weekly case analysis, students will share a current event that echoes the content associated with each case (Refer to Assignment 2 handout for details.)

**Team Case Analyses** (35% of grade)

Each team (3-4 members) is responsible for one written submission (20 marks), one oral presentation (12 marks) and one Board evaluation (3 marks). Oral presentation and board evaluation days are mandatory. In addition, marks (2 marks) are available for high performing teams or members during in-classroom responsibilities.

**Written Report**

- a) Each team will submit case analyses for grading as scheduled. All team members will receive the same mark. It is expected that all team members will fully participate in the discussion and the preparation of each case. Non-participating team members will receive zero and may be fired from the team.
- b) The written report must adhere to the standard Case Analysis Report Format (handout).
- c) The case analysis is limited to 10 pages, double-spaced with appropriate headings and subheadings. Supplementary or illustrative materials, and tables or diagrams are to be included in appendices. There is no limit to the number of appendices, but all material in the appendices must be referred to in the body of the report and must support your arguments.
- d) Your report must have a title page, which includes the names and titles of each team management member.
- e) The report is to be generated using MS Word software and submitted in hard copy and to Moodle

**Oral Presentation**

- a) Each team will present case analyses as scheduled. All team members will receive the same mark (No marks will be awarded to absentee members.)
- b) These full case presentations will take approximately 45 minutes and should not exceed 60 minutes, including the question period.
- c) Teams not presenting are expected to ask relevant questions of the presenters during the question period following each presentation. Your contribution will become part of your class participation grade.
- d) Visual aids are required to illustrate the main points of the presentation using PowerPoint. Although overhead projection equipment is available in the classroom, it is the responsibility of the presenter to bring a laptop computer and ensure the equipment is set up properly and everyone is familiar with its operation. (Computers are available in the Library for checkout.)
- e) Each team is responsible for submitting a handout (3 slides per page) of its PowerPoint slides to the professor prior to the actual presentation. Make sure detailed slides are printed out full page.

**Notes (con't)****Exams and Quizzes** (35% of grade)

During the term, there will be a mid-term examination (25 marks) and a Balanced Scorecard quiz (10 marks). There is no final examination because of the time required to develop the strategic plan, which is the major project for the course. The examinations are to test your comprehension of strategic management concepts, and your application of critical thinking and problem-solving skills in various situations.

**Peer Performance Appraisal**



## SKILLS ACROSS THE BUSINESS CURRICULUM

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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

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### What is the Disruption of Instructional Activities?

§W 2NDQDJDQ &ROOHJH 2& GLVUXSWLRQ RI LQVWUXFWLRQDO DFWLYLV examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study IDFLOLWLHV RI 2&´ DV ZHOO DV FRQGXFV WKDW OHDGV WR SURSHUW\ GDPD 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.

### What is Cheating?

³&KHDWLQJ LQFOXGHV EXW LV QRW OLPLWHG WR GLVKRQHVV RU DWWHPSWH 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 ex DPLQDWLRQ´