

Business Administration

Course Number:	BUAD 340
Course Title:	STRATEGIC MANAGEMENT 1
Credits:	3
Calendar Description:	This is the first of two courses in strategic management. It will draw upon critical thinking concepts and techniques to evaluate alternatives in a strategic management context. The case method will be used extensively. <i>(also offered by Distance Education)</i>
Semester and Year:	FALL 2021
Prerequisite(s):	BUAD 116, 128, 195, 262, 264, and minimum third-year standing or Admission to any Business Administration Post-Baccalaureate Diploma Program
Corequisite(s):	No
Prerequisite to:	BUAD 375, 410, 412, 415, 440, 480
Final Exam:	Yes
Hours per week:	6
Graduation Requirement:	BBA - Required
Substitutable Courses:	No
Transfer Credit:	CPA (credit with BUAD 365)
Special Notes:	
Originally Developed:	January 1998
EDCO Approval:	May 2017

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Performance Schedules

Peer evaluations are required at the end of term will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted together with the team's Business Strategy oral presentation. A student from each team is responsible for submitting a single score out of fifty (50) for each team member and the percentage of the grade allocated to each team member. Refer to the Team Charter for details. Performance Schedules must be signed by all group members. If the team is not in agreement than the mark assigned by the Professor will apply to all group members. Note: Grades will not be awarded to non-contributing or absentee team members.

Resolving Team Disputes

One of the objectives of this course is to enhance each student's awareness of the skills and sacrifices that are required to perform as an effective team member. If any team member does not pull his or her weight, the management team may apply to the professor to have this person fired. Reasonable efforts must be taken to encourage this person's involvement and all stages of disciplinary action must be documented. Your professor is available to assist in counseling and dispute resolution at any stage. Nevertheless, once due process has been followed, the terminated individual will not be eligible for further team marks. It is the professor's prerogative to determine the action that is warranted and whether or not the student will be required to withdraw from the course. Team meeting minutes and other Moodle communications will be requested by the professor throughout the dispute resolution process.

Additional Course Requirements for Online Classes

This course requires regular attendance utilizing common tech; which must include a webcam, a microphone, and speakers. Class and small group discussions are regular activities, so students should be prepared for each three-hour class to include significant online interactions. Having a reliable internet connection on which to participate in class is essential. A working webcam and microphone are required to participate in examinations.

Required Texts/Resources

Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases 23rd Edition (International Edition), McGraw Hill

Dec.	8-18	Final Exam Period	
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SKILLS ACROSS THE BUSINESS CURRICULUM