

# Business Administration

Course Number: **BUAD 340**

Course Title: **STRATEGIC MANAGEMENT I**

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 (*also offered by Distance Education*).

Semester and Year: **FALL 2023**

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: 3

Graduation Requirement: BBA - Required

Substitutable Courses: No

Transfer Credit:





## Notes

### **Exams (45%)**

During the semester, there is a mid-term and final exam. The exams can be writing on paper or on the student's personal laptop. These exams 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%) across the mid-term and final exams. Missed 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.

### **Term Test(s) (5%)**

There will be one or two term tests early in the semester to evaluate your note taking, reflection

**Performance Schedules**

Peer evaluations are required at the end of term and will impact the grading of the Corporate Strategy written report and the Business Strategy oral presentation (above). These evaluations will be submitted after 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. Performance Schedules must be signed by all team members. If the team is not in agreement then the mark assigned by the Professor will apply to all team members.

Note: Grades will not be awarded to non-contributing or absentee team members.

Refer to the Team Charter for details. There will also be a Performance Schedule at mid-term to

## Course Schedule

Date	Topic	Textbook
<b>2023</b> Week of:	Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no	

## **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?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the 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 examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggest ope (ent)-1torPAcorequir bofC e xeriesAis (udent)-15.7ee .6 (U