

# Business Administration

Course Number: **BUAD 480**

Course Title:

Credits: 3

Calendar Description: 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 triggering transformational change in business. During this part of the course students will conduct strategic analysis on a variety of cases and formulate strategy related to transformational change. Part 2 of the course deals with strategy execution. During this part of the course students will prepare an implementation plan to successfully execute their chosen strategy.

Semester and Year: **WINTER 2022**

Prerequisite(s): Minimum grade of 60





**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 members' 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 Week's 2-6. 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-class case analyses. Refer to the case study schedule of dates (above) for your team's 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 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 students' responsibility 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.



**Course Schedule**

Date	Topic	Textbook/Assignment
2022 Week of:	Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 – Friday, February 25 Mid-semester study break (no classes) Friday, April 8 – Last Day of Regular Classes Friday, April 15 – Monday, April 18 – Statutory Holidays	

## SKILLS ACROSS THE BUSINESS CURRICULUM

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