

ALLIANCE UNIVERSITY COLLEGE



BUS 310 *Business Strategy* (3)

Fall 2004

Instructor: Sean Quinn

Contacting the Instructor

Office: 528

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Class Times: Tuesday/Thursday 1:00–2:15 **Home Phone:** 244-1012

Class Location: Classroom # 801

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Office Hours: Wednesday 1:00 – 3:45

Thursday 9:45 – 11:00

Also available by appointment

Course Description

Syllabus 310 Business Strategy

This course develops the theoretical and practical knowledge to set up and manage a business in Canada. Students are introduced to elements of successful entrepreneurship which include opportunity identification and assessment, economic development potential, alternative forms of work arrangements in the new economy, characteristics and forms of small business, time management, government and legal considerations. Students will be engaged in simulated management decision-making through case studies and analysis of business plans.

Prerequisites: BUS 100, BUS 200, BUS 220

Course Objectives

Learning Outcomes:

- Gain a solid foundation of the basic theories, principles and concepts that encompass Business Strategy
- Critically analyze business strategy on the grounds of ethical standards, effectiveness, viability and sustainability
- Practice skills for more effective communication and interaction with others
- See business as one of many possibilities for ministry

Required Texts

Strategic Management: Competitiveness and Globalization - Concepts, First Canadian Edition Copyright 2002: Authors: Michael Hill, Duane, Ireland, Robert Hoskisson, Glenn Rowe, Jerry Sheppard: Publisher: Nelson Thompson Learning
ISBN 0-17-616864-8

*Subliminal Reading:
The Globe and Mail as determined by the student
Harvard Business Review as assigned by the professor*

Course Schedule

1. September 8
 - a. Lecture: Basic Strategy Concepts
2. September 15
 - a. Lecture: Chapter 1
 - b. Review HBR Article “Building your Companies Vision”
3. September 16
 - a. combination class (SMED)
4. September 17
 - a. Lecture: Chapter 3, Talk about the 5 forces in chapter 3
 - b. Evolution of the Cola Wars Give article and assignment questions
5. September 21
 - a. SMED Tour
6. September 23
 - a. combination class (SMED)
7. September 24:
 - a. Lecture:
8. September 29:
 - a. **Cola Wars**
9. October 1
 - a. **Cola Wars**
10. October 6
 - a. Lecture: Corporate governance
11. October 15
 - a. **Dell**
12. October 20
 - a. **Dell**
13. October 22
 - a. Lecture
14. November 3
 - a. Lecture:
15. November 5
 - a. Lecture
16. November 17
 - a. Lecture
17. November 19
 - a. Simulation “People Express”

18. December 1
 - a. Lecture:
19. December 2
 - a. Wal-Mart HBR case study **Group Presentation** (group from BUS 310 class) where they were at time of writing; and where they are today
20. December 3
 - a. **Wal-Mart**
21. December 7
 - a. SCM/KK Site Tours
 - b. SCM Site visit – Wal-Mart distribution center
 - c. Krispy Krème site visit - Marketing strategy
 - d. Lecture:
 - e. Review SCM/KK tours
22. December 8
 - a. Lecture:

Course Requirements and Grade

Instructions for all course assignments will be handed out in class throughout the semester.

Individual Assignments	Grade	Date
Final Exam	28%	During Exam Week
 Group Assignments		
Cola Wars Strategy Paper	14%	September 29, 2004
DELL Strategy Paper	14%	October 15, 2004
PEOPLE EXPRESS Simulation	14%	November 19, 2004
WAL-MART HBR article Presentation	14%	December 2, 2004
 Class Participation	 21%	

The instruction style used for this course will be an interactive approach. For this reason, class participation is a critical component of this course. A large component of the course is based on participative learning. For example, there are numerous **group** and individual class room **presentations, case study discussions and simulations** that take place during the course. All of these situations work best or at all with a minimum number of participants. Due to the small number of students it is imperative that you **attend** each class in order for yourself and the other classmates to gain the most from the interaction over the semester. If you are required to be away for a class, please notify the professor prior to class time so that any necessary adjustments can be made.

Class participation includes but is not limited to the following items:

- Completing homework assignments by due date that are required for in class exercises

- Being prepared for and contributing to class discussions and simulations
- Group Presentation Skills and involvement

Quality is given more weighting than quantity!

Important Notes

- It is the responsibility of all students to become familiar with and adhere to all AUC-NUC Academic Policies, which are stated in the current Catalogue.
- Assignments will be returned to students within 3 classes of due date.
- The final exam will not be returned to the students.
- Publication manual of the APA American Psychological Association is traditionally used for business for referencing. It is critical that you reference material. You must distinguish between your own ideas and others in order to avoid the perception of plagiarism.