



AMBROSE
UNIVERSITY COLLEGE

FACULTY OF
ARTS & SCIENCE

BUS 310 *Business Strategy* (3)
Fall 2012
Instructor: Sean Quinn

Contacting the Instructor

Office: # L 2057 **e-mail:** squinn@ambrose.edu
Class Times: Monday 2:30 – 5:15 **Office Phone:** 410-2000 ext 6909
Class Location: Classroom #RE LL 120

Office Hours:
Also available by appointment

Course Description

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. The student will evaluate a variety of strategies in order to gain a better understanding of the successes and challenges that businesses manage.

Prerequisites: BUS 100, BUS 200, BUS 280

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
- Evaluate leadership styles to better understand the art and skill of leadership
- See business as one of many possibilities for ministry
- To reflect on Christian values as they relate to business strategy

Required Texts

Strategic Management: Competitiveness and Globalization - Concepts, Second Canadian Edition, Copyright 2006: Authors: Hitt, Ireland, Hoskisson, Rowe, Sheppard: Publisher: Nelson Thompson Learning
ISBN 0-17-641601-3

Subliminal Reading: as assigned by the professor
Harvard Business Review
The Economist

Course Requirements and Grade

Instructions for course assignments not outlined in the syllabus will be distributed during class throughout the semester. Unless otherwise indicated all assignments are to be posted through Moodle. Late assignments will not be accepted and will result in an F (0%) grade. Students must receive a cumulative passing grade (min 50%) on all individual assignments in order to pass the course. All individual and group assignments must be submitted for final grade. Assignments will not be accepted after in class discussion. If you do not take part in the in class portion of the assignment you cannot complete the written portion of the assignment.

All group projects will contain a peer evaluation component. Therefore; grades for individuals may be different than final group project grades if student assessment indicates this requirement. The result can be an increase of an entire letter grade, to a decrease to an "F".

Individual Assignments	Grade	Date
Case Study 1	15%	Oct. 15
Case Study 2		
Part 1	15%	Oct. 29
Part 2	10%	Nov. 5
Mid-term Exam	20%	Nov. 19
Final exam	20%	Dec. 10

Group Assignments

Simulations 1	10%	Oct. 1
Simulation 2	10%	Dec. 3
Mayors Prayer Breakfast		Oct. 31

Class Participation

+/- 10%

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 classroom 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
- Peer Review

Quality is given more weighting than quantity!

Important Notes

- It is the responsibility of all students to become familiar with and adhere to all Ambrose Academic Policies, which are stated in the current Catalogue.
- Assignments will be returned to students within 1 class of due date.
- 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 even the appearance of plagiarism.

Course Schedule:

Posted on Moodle