



AMBROSE
UNIVERSITY COLLEGE

FACULTY OF
ARTS & SCIENCE

BUS 310 *Business Strategy* (3)
Winter 2010
Instructor: Sean Quinn

Contacting the Instructor

Office: # 2131 **e-mail:** squinn@ambrose.edu
Class Times: Wednesday/Friday 9:45 – 11:00 **Office Phone:** 410-2000 ext 6909
Class Location: Classroom # 2141
Office Hours: Tuesday 9:30-11:00/Friday 2:30 – 3:45
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

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:

The Globe and Mail

Harvard Business Review and Case Studies: as assigned by the professor

The Essential Drucker: by Peter Drucker

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 handed in to the reception and must be date stamped. Students should include their school ID# only on the assignment cover page. Late assignments will not be accepted and will result in an F grade. Students must receive a 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 can not 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	15%	January 20, 2010
Case Study	10%	January 29, 2009
Mid-term Exam	10%	February 24, 2009
The Essential Drucker	15%	As per schedule
Corporate Strategy Definition	10%	April 9, 2010

Group Assignments

<i>Wal-Mart Presentations</i>	10%	<i>March 12, 2010</i>
PE Simulation & Airline Industry Analysis	30%	March 26/31, 2010 19 & 24

Corporate Tour TBD

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 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
- 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 3 classes 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

1. January 6
 - a. Intro: syllabus
 - b. Basic Strategy Concepts Chapter 1
 - c. changes in company ranks best to work for , NYSE, fortune 500
 - d. Distribute HBR Article “Building your Companies Vision”
2. January 8
 - a. Lecture: Review HBR Article “Building your Companies Vision”
 - b. Mission vs. Vision
 - c. what is strategy / create “working” definition
3. January 13
 - a. Lecture : Chapter 3 internal: *Porters 5 forces*
 - b. Distribute Cola Wars Case Study Evolution of the Cola Wars Give article and assignment questions
4. January 15
 - a. Chapter 4 external
5. January 20
 - a. Lecture: Cola Wars Assignment Due
 - b. Distribute Dell Strategy assignment
6. January 22
 - a. Ch 6 competitive dynamics
7. January 27
 - a. Lecture: Corporate governance ch. 11
 - b. Hand out Book and assignment (Drucker)
 - c.
8. January 29
 - a. Review DELL
9. February 3
 - a. Ch. 5 business level strategy
10. February 5
 - a. Chapter 2 firm performance
11. February 10
 - a. Ch. 7 corporate level strategy 3M
12. February 12
 - a. **Lecture:**
 - b. Hand out PE
 - c. **Explain Mid-term** Advanced modern management Theory
13. February 24
 - a. Mid-Term

14. February 26
 - a. Review: **Mid-term**
 - b. Handout sweatshops article
15. March 3
 - a. Ethics - sweatshops *debate*
 - b. CNN news clip ??? Wal-Mart
16. March 5
 - a. NO CLASS ACE Competition
 - b. Ch 10 cooperative strategy
 - c. ch. 12 organization structure and controls ???
 - d. Lecture: ch. 13 LEADERSHIP Level 5 Leadership NO TAKE OUT
 - e. Individual Leadership Style assignment
 - f. Lecture Ch. 14 entrepreneurship
17. March 10
 - a. Ch. 8 M & A
18. March 12
 - a. Wal-mart research 3 presentations
 - b.
19. March 17
 - a. Community Day – no class
20. March 19
 - a. Airline Industry **Analysis this is 2 classes**
 - b. **Tour 1 class give credit for 2 classes**
 - c. **Lecture:** value chain
 - d.
21. March 24
 - a. **Simulation “People Express”**
 - b.
22. March 26
 - a. NO CLASS
23. March 31
 - a. ???
24. April 2
 - a. EASTER – no class
25. April 7
 - a. ????
26. April 9
 - a. New definition of “Strategy”
 - b. Mind Mapping

