

Course ID:	Course Title:	Fall 2017
BUS 410	Advanced Strategy	<b>Prerequisites:</b> BUS 220, BUS 250 and BUS 280
		<b>Credits:</b> 3

Class Information		Instructor Information		Important Dates	
<b>Days:</b>	Tue/Thu	<b>Instructor:</b>	Angie Redecopp MBA, LLB, BEd	<b>First day of classes:</b>	Wed., Sept. 6
<b>Time:</b>	8:15-9:30am	<b>Email:</b>	aredecopp@ambrose.edu	<b>Last day to add/drop, or change to audit:</b>	Sun, Sept. 17
<b>Room:</b>	RE 110	<b>Phone:</b>	403-874-1310	<b>Last day to request revised exam:</b>	Mon, Oct. 23
<b>Lab/ Tutorial:</b>	N/A	<b>Office:</b>	L2057	<b>Last day to withdraw from course:</b>	Mon, Nov. 13
<b>Final Exam:</b>	Dec 18 – 9am-noon	<b>Office Hours:</b>	Tue, Thurs 9:30-11am Wed 1-3pm	<b>Last day to apply for coursework extension:</b>	Mon, Nov. 20
				<b>Last day of classes:</b>	Mon, Dec. 11

### Course Description

The business strategy course is intended to be a challenging advanced management course for the undergraduate business student. Students will be exposed to theories, concepts, tools and skills that are used in strategy formulation and implementation. It is expected that students will develop analytical thinking in defining core activities that a business focuses on, identifying clients/customers that a business serves and creating value in what a business offers. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to business case studies.

The knowledge and skills gained from this course will be useful for solving organizational problems by looking at the bigger picture, both internally within an organization and externally to the environments in which an organization operates. A holistic approach to identifying organizational problems and opportunities will be developed along with the ability to focus specifically on the functional and business levels in implementing the strategies.

### Expected Learning Outcomes

- Gain an understanding of the theories, principles, frameworks and concepts in business strategy.
- Develop critical and analytical thinking in forming, implementing and evaluating an organization's strategy in various industries.
- Deal with unstructured business problems and ambiguous situations that take place in the business settings.
- Integrate personal faith and Christian values in forming and implementing strategy.

- Apply a social responsibility lens to forming and implementing strategy.
- Develop skills in case study analysis, writing reports and public speaking.

### Textbook

Strategic Management: Theory & Cases (an integrated approach) by Hill, Schilling & Jones. Cengage Learning/Nelson. 12th edition.

### Course Schedule

The detailed course schedule and weekly reading list on Moodle will be updated regularly and should be referred to throughout the course

### Evaluation Methods

Case analysis and class discussions will be the primary techniques used to develop an understanding of course content. Students will also be expected to keep current on developments in the business world by regularly reading a major daily newspaper such as the Globe and Mail or the National Post and selectively reading business periodicals such as The Economist, TIME or Business Week.

The following is a summary of all evaluation methods and relative weights for the course:

Evaluation Method	Weight
Case Study Analysis	15%
Strategic Management Project	25%
Current Events	10%
Course Contribution & Participation	10%
Midterm	15%
Final exam	25%

### Requirements:

**Note – individual assignment instructions will be provided throughout the term for most assignments. .**

**Case Study** – Students will each sign up to complete one case study analysis during the term. Each case study analysis will involve a written report and a presentation to the class. Students will sign up for case studies and presentation dates early in the term. Case study analysis is to be individual but up to two students can sign up for each presentation.

**Strategic Management Project** – This will be an on-going project throughout the term and will be done initially independently and then in groups of 2-3. Each individual will analyse a company using questions provided at the end of each chapter of the text and submit responses to these questions at the end of most weeks. Towards the end of the term, groups will compare their analyses and prepare a final report and presentation comparing and contrasting the individual companies.

**Current Events**– Each student will be expected to regularly read about local, national and international news events from recognized sources. This component will include establishing and following a plan for reading the news and posting to specific on-line conversations on Moodle.

**Course Contribution and Participation** – A significant portion of the learning in business strategy will be through class discussion – both on the concepts being learned and the cases being analysed. Components of this grade will include active participation in class discussions, case review prior to class and contribution to group projects. This mark will be determined collectively by you, your instructor and your peers. Bringing notes to class on concepts and in particular cases is highly recommended.

**Midterm & Final Exam** – Both the midterm and final exams will consist of a mix of multiple choice/matching, short answer and longer answer type questions. It will be heavily concept based (i.e. with application to business situations but not involving full cases analysis). Guidance will be provided throughout the term.

#### **Submission of Assignments:**

All written assignments are to be submitted on Moodle. In the case of legitimate or approved absence, and at the instructor’s discretion, the assigned date may be rescheduled to a later date. If unexcused, late assignments will typically receive a mark of zero unless an assignment is worth more than 10% of the course grade in which case the following extensions may be granted:

- Up to one day late = 15% penalty (this begins right after the time due)
- One-two days late = 30% penalty

#### **Attendance & Participation**

Each student is expected to regularly attend and actively participate in classroom discussions and any on-line discussion forums assigned. Group discussions and analysis of course topics will be a key component of learning throughout the term. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to be effective in the business world. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know. **Students are to be on time for class and refrain from the use of electronics with the exception of tablets or laptops for note-taking or direct classroom activities. The use of electronics for personal activities is not permitted – out of respect for fellow classmates and the instructor.** The instructor may reduce a student’s mark by a letter grade (i.e. B to B-) if a student’s participation is inadequate.

**Grade Summary:**

The available letters for course grades are as follows:

<b>% Grade</b>	<b>Letter Grade</b>	<b>Description</b>
95% to 100%	A+	Excellent
90% to 94%	A	
85% to 89%	A-	
80% to 84%	B+	Good
76% to 79%	B	
72% to 75%	B-	
68% to 71%	C+	Satisfactory
64% to 67%	C	
60% to 63%	C-	
55% to 59%	D+	Minimal Pass
50% to 54%	D	
0% to 49%	F	

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

## Ambrose University Academic Policies:

### Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

### Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

### Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

### Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will

be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

### Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

### Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

### Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

### Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

**Note:** Students are strongly advised to retain this syllabus for their records.