



EFFECTIVE: MAY, 2008
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May, 2008**

B. Department / Program Area: **Commerce & Business Admin. Business** Revision New Course

If Revision, Section(s) Revised: **H**

Date of Previous Revision: **September 2004**

Date of Current Revision: **May, 2008**

C: **BUSN 4470** D:

<p style="text-align: right;">environment,</p> <p>internal analysis and company profile, objective and strategies in the long and short term, strategic analysis, implementation.</p>	
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each 10.510.08757.nBDes Tm(r eac)Tj10.08o.5rs: 1er 9h2:pTm()Tj0.0015 Tc 0 Tn2yweek / semweek /.5rs 4sh103997D</p> <p style="text-align: center;">ur s</p>	<p>H: Course Prerequisites:</p> <p>(ACCT 1110 and ACCT 1210 or ACCT 1235) and BU and CSIS 1110 and (CMNS 1111 or CMNS 1115 or ENGL 1100-level except ENGL 1124) and minimum 30 credits in Faculty of Commerce & Business Administration</p> <hr/> <p>I: Course Corequisites:</p> <p>Nil</p> <hr/> <p>J: Course for which this Course is a Prerequisite</p> <p>Nil</p>

<input type="checkbox"/>	College Credit Non-Transfer
<input type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes The student will be able to: <ol style="list-style-type: none">1. describe and analyze aspects of business strategy;2. solve case problems using business strategy concepts;3. prepare reports which analyze and explain business strategy.
N: Course Content: <ol style="list-style-type: none">1. Overview of Strategic Management.2. Company Mission.3. External Environment.4. Environmental Forecasting.5. Internal Analysis and Company Profile.6. Formulation of Objectives and Strategies, Long and Short-term.7. Strategic Analysis and Choice.8. Implementation.9. Strategic Simulation using a Computer Model.
O: Methods of Instruction Lectures and Computer Labs
P: Textbooks and Materials to be Purchased by Students Pearce, J. A. and Robinson, R. B. <u>Formulation, Implementation and Control of Competitive Strategy</u> , Latest Ed. Richard D. Irwin

