

**DISCLAIMER:** This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

### Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

## Strategic Management

### BMBA 400

#### Course Description

This course uses a strategic management approach to provide you with a systematic framework for evaluating the strategies, policies, design, productivity, and performance of organizations.

#### Learning Outcomes

Upon completion of this course, you will be able to:

- Identify and analyze strategic issues in an organizational context.
- Identify and assess the effectiveness of strategies utilized by a variety of organizations.
- Understand and apply a range of contemporary strategic management concepts, tools, and techniques.

#### Course Materials

BMBA 400 uses online resources and a course pack and readings to introduce the field of strategic management and encourage interaction between you and your instructor and classmates.

#### Weekly Schedule

Dates	Topics
Unit 1 (Week One)	Course and Personal Introductions. Discussion of your ideas on Strategic Management
Unit 2 (Weeks Two and Three)	Strategic Management, Leadership, and Decision-Making
Unit 3 (Weeks Four and Five)	Understanding the External Environment

Unit 4 (Weeks Six and Seven)	Understanding an Organization's Strategic Resources
Unit 5 (Weeks Eight and Nine)	Strategy Development
Unit 6 (Weeks Ten and Eleven)	Strategy Execution
Unit 7 (Week Twelve)	Contemporary and Emerging Strategic Challenges and Opportunities
Unit 8 (Week Thirteen)	Course wrap up and Individual Assignment completion

## Evaluation and Assignments

Activity/Assignment	Due (11:55 PM PT)	Mark
<b>Unit One:</b>		
Introductory Post Activity	Sunday, Week 1	5%
<b>Unit Two:</b>		
Activity One: Strategic Management, Leadership, and Decision-Making Discussion	Sunday, Week 2	5%
Strategic Management, Leadership, and Decision-Making Group Project	Sunday, Week 3	7%
<b>Unit Three:</b>		
Activity One: Understanding the External Environment Discussion	Sunday, Week 4	5%
Understanding the External Environment Group Project	Sunday, Week 5	7%
<b>Unit Four:</b>		
Activity One: Understanding an Organization's Strategic Resources Discussion	Sunday, Week 6	5%
Understanding an Organization's Strategic Resources Group Project	Sunday, Week 7	7%
<b>Unit Five:</b>		
Activity One: Strategy Development discussion	Sunday, Week 8	5%
Strategy Development Group Project	Sunday, Week 9	7%

<b>Unit Six:</b>		
Activity One: Strategy Execution discussion	Sunday, Week 10	5%
Strategy Execution Group Project	Sunday, Week 11	7%
<b>Unit Seven:</b>		
Activity One: Contemporary and Emerging Strategic Issues Discussion	Sunday, Week 12	5%
Activity Two: Contemporary and Emerging Issues Ethical Framework	Sunday, Week 12	5%
<b>Unit Eight:</b>		
BMBA 400 Major Individual Assignment	Sunday, Week 13	25%
<b>Total</b>		<b>100%</b>