



Business Administration

Course Outline

COURSE NUMBER:	BUAD 440
COURSE TITLE:	ADVANCED BUSINESS STRATEGY
CREDITS:	3
CALENDAR DESCRIPTION:	Students will experience the decisions and interactions a manager in a typical mid to large-scale international business would face. Through the use of an advanced computer simulation, students will work as members of a business team to formulate a successful international business strategy and then make the necessary decisions to enable their business to prosper under the challenging economic and competitive situations.
SEMESTER & YEAR:	Winter 2006
PREREQUISITE:	BUAD 315, BUAD 340
CO-REQUISITE:	None
PREREQUISITE TO:	None
FINAL EXAM:	No
HOURS PER WEEK:	4
GRADUATION REQUIREMENT:	
SUBSTITUTABLE COURSES:	None
TRANSFER CREDIT:	PMAC and refer to BC Transfer Guide at www.bccat.bc.ca
SPECIAL NOTES:	
DEVELOPMENT DATE:	
REVISION DATE:	December 2005

DEPARTMENT CHAIR'S SIGNATURE: _____

PROFESSOR:**Norm Letnick**

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nletnick@okanagan.bc.ca**COURSE DESCRIPTION:**

Students will experience the decisions and interactions a manager in a typical mid to large-scale international business would face. Through the use of an advanced computer simulation, students will work as members of a business team to formulate a successful international business strategy and then make the necessary decisions to enable their business to prosper under the challenging economic and competitive situations.

COURSE OBJECTIVES:

By the end of this course students will be able to:

- Integrate and apply the concepts learned throughout their business education to solve complex domestic and international business problems, measure results and repeat the decision cycle several times, over several years and through different economic conditions
- Analyze comprehensive internal, competitive and economic data and make informed decisions, with a focus on matching strengths to opportunities (risks to returns) to realize future company objectives
- View the business organization as a system consisting of interrelated functions
- Conduct strategic analysis in a variety of competitive situations and especially understand the competitive challenges of a global market environment
- Construct business strategies, reason carefully about strategic options using *what if* analysis to evaluate action alternatives and make sound strategic decisions
- Develop powers of managerial judgement, know how to assess business risk and apply the information learned to cases in order to gain an understanding of the impact of environmental issues on business activity
- Critically evaluate company performance, weaknesses and threats for both the short and long-term profitability of the business
- Make professional quality written and oral presentations to report on, defend and forecast company performance and strategy
- Demonstrate an ability to utilize effective and efficient time and team management skills

REQUIRED TEXT & MATERIALS:

The Business Policy Game™ Business Simulation (Available through the professor)

Presentation and Data Analysis Materials

Backup Disks 3.5"

EVALUATION:

Students' final grades will be based upon both their individual performance as well as the performance of their team in the simulation.

Students must achieve a pass mark on both individual and team performance to pass the course.

Evaluation Activity	Individual Marks	Team Marks¹
Written Reports (2)	35%	10%
Practice Simulation Round 1		10%
Full Simulation Round 2		25%
Presentation		10%
Policy Day Individual Interview	10%	

There will be no make-up or supplementary exams.

Course Overview:

This course will provide students with the opportunity to use and test their advanced knowledge and skill levels in a competitive international business situation through the use of a computer simulation.

As executive members of a company, students will experience the establishment of their company with all of its organizational, interpersonal and strategic planning aspects. Students will have to draw upon their course knowledge on Strategic Planning, Management Science, Accounting, Finance, Economics, Marketing, Statistics, Human Resources Management, Organizational Behaviour, Operations Management, Law, Industrial Relations, Business Management, Information Systems and Entrepreneurship in order to do the planning, organizing, leading and controlling needed in a successful company.

Like a flight simulator which is used to train pilots, this opportunity allows students to make their own plans and decisions, to learn from their successes, to recognize their limitations, and yet not suffer severely from some of the hard lessons that can occur in the business world. Within the limits of the simulation, every effort will be made to have the experience simulate, as closely as possible, the real business scenario of running a company over several years and changing economic times.

¹ All Team Points are subject to a Peer Evaluation

The professor, in consultation with team members, assigns the Peer Evaluation component. It is a measure of your value as a team player.

As a team member, did you perform your team functions as expected, go beyond what was required or did you require the team to make up for your shortfalls?

Your team mark will be a factor of raw team grade multiplied by your peer evaluation percentage. (i.e. 80% Team Mark x 80% Peer Evaluation = 64% Final Team Mark)

SKILLS ACROSS THE BUSINESS CURRICULUM

The Faculty of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlines in the OC calendar (page 155), which is available in printed and online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Faculty of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 5th edition (2001). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Faculty of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Faculty of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Faculty of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension or expulsion from OC.