



EFFECTIVE: SEPTEMBER 2011
CURRICULUM GUIDELINES

A.	Division: Education	Effective Date:	September 2011
B.	Department / Program Area: Commerce & Business Admin. / Business	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	H, P, Q
		Date of Previous Revision:	June 2007
		Date of Current Revision:	May 2010
C:	BUSN 4275	D: Business Strategy and Competitive Analysis	E: 3

	Subject & Course No.	Descriptive Title	Semester Credits
F:	Calendar Description:		
	<p>This course integrates the knowledge and applied skills gained in other courses with comprehensive case reviews and shows how the various business functional units work together in formulating and applying strategies in a globe setting. It demonstrates why the different parts of a business need to subscribe to predefined and formulated corporate strategies to succeed and harmonize with the various stakeholders. The course uses a comprehensive business case review method.</p>		
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings		
	Primary Methods of Instructional Delivery and/or Learning Settings:		
	Lecture and Discussion		
	Number of Contact Hours: (per week / semester for each descriptor)		
	Lecture:	2 Hours	

<p>Q: Means of Assessment</p> <table><tr><td>Group written case analysis . . .</td><td>20 %</td></tr><tr><td>Midterm</td><td>20 - 25%</td></tr><tr><td>Participation</td><td>10 - 15%</td></tr><tr><td>Individual written case analysis . . .</td><td>10 - 15%</td></tr><tr><td>Group case presentation</td><td>10 - 15%</td></tr><tr><td>Final Exam</td><td>20 - 30%</td></tr></table>	Group written case analysis . . .	20 %	Midterm	20 - 25%	Participation	10 - 15%	Individual written case analysis . . .	10 - 15%	Group case presentation	10 - 15%	Final Exam	20 - 30%
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Final Exam	20 - 30%											
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>												

Course Designer(s): **Bill Archibald**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar: **Ted James**