Course Outline
BUS 400 (070): Business Strategy
Summer Session 2017

Class Time:       MW 6:30 – 9:15 (ED 623)
Instructor:      Lee Elliott, Cdir, B.A., MBA
Email            lee.elliott@uregina.ca
Office Hours:    By Appointment

SUMMARY:

Effective strategy management is an essential skill for managers and entrepreneurs. In simple terms, a strategy is a plan of action toward specific results. Strategic management is an organization-wide process for determining the organization's sense of purpose, direction, and competitiveness. It is critical in a global economy that is ever-changing. An effective "strategic" manager asks the right questions and seeks the right information to make informed and strategic decisions.

Business Strategy is an advanced course, providing students with an integration of functional subjects like HR and Finance, into the context of management. Previous courses' concepts and learning will be utilized to help you understand, analyze, formulate, implement, and evaluate strategy. Thus, Business Strategy is referred to a "capstone" course that integrates much of past learning in the BBA program.

This course will provide tools and context, and practice applying concepts into understanding how businesses (and all organizations) address the competitive environment in which they operate. Not surprisingly, effective organizations are the ones that understand and respond well to their environment, leveraging competencies and capabilities.

Students will get an executive-level perspective to issues and acquire and refine skills to make them successful in that context. Not surprisingly, no organization is likely to hire a student directly from university to run the organization. Cases and other tools are used to expose students to the context and simulate what is like to be in the role of decision-maker.
PREREQUISITES:

All core business administration courses and a minimum of 90 credit hours.

Text (required)


Grading

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Term Project</td>
<td>20%</td>
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<tr>
<td>Class participation and case briefs</td>
<td>15%</td>
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<tr>
<td>Presentations</td>
<td>15%</td>
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<tr>
<td>Mid-Term Exam: (July 26)</td>
<td>20%</td>
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<tr>
<td>Final Exam (7:00PM, August 21)</td>
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Class Attendance and Contribution:

Class participation will be assessed a grade out of a possible 15 marks. This will be based on attendance and participation in class discussions. Students are expected to come to class well-prepared on occasion attendance will be taken formally. Students who cannot attend a class should advise me prior to the class. Repeated and unexcused absences will result in loss of participation marks and possibly a grade of incomplete. Name cards are expected for every class and will be part of this mark. It is expected that every case brief be submitted on time and grade of 15 will decline quickly with missed assignments.

Special Needs:

Students with disabilities and need special accommodations should contact me, as well as the Coordinator of Special Needs Services at 585-4631

Note on Exams:

For the Mid-Term Exam, students will be responsible for all material previously covered in class, as well as the assigned text chapters and problems. The Final Exam will be based on the entire term work, but those topics and materials covered subsequent to the Mid-Term will be given additional emphasis. Students who cannot attend an exam should advise me accordingly as early as possible. Deferred exams will only be given in exceptional circumstances.
Assignments

This class will include 6-10 cases. Cases will be available on UR Courses prior to class time. A case brief will be due at the beginning of each case discussion class. Case briefs will begin with very basic format and evolve into more advance analysis over the semester. Case briefs will be graded on a pass/fail basis and will not be handed back.

Students experiencing difficulties with assignments are encouraged to contact me, after thoroughly reading the text and reviewing class notes. Students must hand in assignments at the beginning of class on the date due. Assignments submitted after the beginning of class will be considered late and assessed a penalty of -25%. No assignments will be accepted after the end of class on the day that they are due.

The term project will consist of two parts. First, students will research and prepare a strategy case (in the style of Ivey cases) on a current business or organization. Ideally, one operating in Saskatchewan would be preferable. The second part involves a case analysis of the written case to be written in a form that will be provided.

Intellectual Integrity

Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one’s own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course, or expulsion from the University. For more information on this matter, please consult Section 5.13 of the Undergraduate Calendar.

Presentation and Write up

Students will be placed in groups of 3 or 4 as chosen by Instructor. Presentations will be about 20 minutes long or 5 minutes per student. Grading will be based on content, creativity, preparation, structure, and relevance to course material. On your presentation day, a maximum 5-page (1250 word) paper will be due. This paper may not repeat presentation material but may contain further information on your topic or areas for further research. As well, you may ask permission to write on something else relevant to this class.
TENTATIVE COURSE OUTLINE:

We will take selected topics from most of the chapters of the text. You will find that the course progresses quickly and the material covered builds on earlier material. It is important to stay current in your studies; otherwise, you will not understand the new material as it is presented. This is a guideline only and the schedule will definitely change. Cases will be scheduled throughout the course.

Class 1 (July 5):
Introduction and Course overview
Vision, Mission & Values
Text: Chapter 1

Class 2 (July 10):
External Environments: Chapter 2

Class 3 (July 12):
Internal Analysis: Chapter 3

Class 4 (July 17):
Appendix 1: Analyzing Strategic Management Cases

Class 5 (July 19):
Continue Chapter 3

Class 6 (July 24):
Chapter 4 Intellectual Assets

Class 7 (July 26):
Midterm Exam (75 minutes)
Business Strategies: Chapter 5

Class 8 (July 31):
Corporate Strategies Chapter 6

Class 9 (August 2):
Business & Corporate Strategies Continued

Class 10 (August 7):
Corporate Governance

Class 11 (August 9):
Presentations

Class 12 (August 14):
Presentations

Class 13 (August 16):
Case Project and Analysis Due
Discussion of Final and Review

August 21, 2017, 7:00 PM:
Final Exam

Welcome Business Leaders!
Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?

The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 251 to make an appointment.

When should you go?

Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

**Personal Counselling** – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

**Group Counselling** – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.
But I can’t afford counselling...

Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?

URSU’s Student Advocate can help you free of charge!

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!

- Emergency Bursaries
- Notary Public
- Rentalsman Appeals