Course Outline
BUS 400 (040): Business Strategy
Spring Session 2018

Class Time: MW 6:00 – 8:45 (ED 621)
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 it 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</td>
<td>10%</td>
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<tr>
<td>Case Briefs</td>
<td>5%</td>
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<tr>
<td>Presentations</td>
<td>15%</td>
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<tr>
<td>Mid-Term Exam: (June 4)</td>
<td>20%</td>
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<tr>
<td>Final Exam (7:00PM, July 4)</td>
<td>30%</td>
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**100%**

Class Attendance and Contribution:

Class participation will be assessed a grade out of a possible 10 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. If you miss more than 2 TWO classes, you will not be eligible to write the final exam. Name cards are expected for every class and will be part of this mark.

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 before 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. All assignments will be handed in through URCourses. Links will have set time and No assignments will be accepted after the link has expired for any reason. Missing case briefs will carry the following penalties; -3% off your final grade for the first incident and -2% for the second.

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. Case and analysis are not to exceed 3750 words excluding title page, references (if necessary) and appendices. If any portion of this assignment exceeds the maximum word count, that portion will not be marked. Projects are to be submitted to the appropriate link on URCourses and NO LATES WILL BE ACCEPTED for any reason.

Students experiencing difficulties with assignments are encouraged to contact me, after thoroughly reading the text and reviewing class notes.

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. Topics will be chosen by students with the guideline that topics must be relevant to business strategy. All presentation topics must be submitted for approval and must be seen to “add value to a business strategy class”.

Grading will be based on content, creativity, preparation, structure, and relevance to course material. On your presentation day, a maximum 1250-word group paper will be due. This paper is to reflect your presentation and ONE per group will be handed in. Mandatory peer evaluation is also due on presentation day in hard copy.
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 (May 7):
- Introduction and Course overview
  - Vision, Mission & Values
  - Text: Chapter 1

Class 2 (May 9):
- External Environments: Chapter 2

Class 3 (May 14):
- Internal Analysis: Chapter 3

Class 4 (May 16):
- Appendix 1: Analyzing Strategic Management Cases

Class 5 (May 21):
- Guest Lecture and Case

Class 6 (May 23):
- Chapter 4 Intellectual Assets

May 28 & 30
- No classes (Congress)

Class 7 (June 4):
- Midterm Exam (75 minutes)
  - Business Strategies: Chapter 5

Class 8 (June 6):
- Business Strategies Chapter 5

Class 9 (June 11):
- Corporate Strategies Chapter 6

Class 10 (June 13):
- Chapter 6 Continued

Class 11 (June 18):
- Presentations

Class 12 (June 20):
- Presentations

Class 13 (June 25):
- Case Project and Analysis Due
  - Corporate Governance

July 4, 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](http://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!

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**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!