COURSE SYLLABUS

COURSE TITLE: Business 290 – Applied Business Strategy CLASS SECTION: Sec 001 TERM: Spring/Summer – 2024 COURSE CREDITS: 3 credits DELIVERY METHOD: Lecture – In-class Mon & Wed 2:30 p.m. – 4:20 p.m. Centre for Business & Access – Room 277



Camosun College campuses are located on the traditional territories of the Laś^wəŋən and WSÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's Territorial Acknowledgement.

For COVID-19 information please visit <u>https://camosun.ca/about/covid-19-updates</u>. There is also a FAQ page at the following link: <u>http://camosun.ca/covid19/faq/covid-faqs-students.html</u>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you fail to meet this requirement, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space will be offered to the next waitlisted student.

INSTRUCTOR DETAILS

- NAME: Tabea Berg (pronunciation)
- EMAIL: <u>bergt@camosun.ca</u>
- OFFICE: Virtual (Zoom) / CBA 273

HOURS: By appointment (virtual office); arrange via email

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

The successful development, execution, and evaluation of business strategies is fundamental to organizational success. This course focuses on creating, capturing, and maintaining sustainable competitive advantage within the marketplace. Using a business simulation and other course activities, students will learn and practice business strategy, integrating new concepts with those gained in previous courses.

PREREQUISITE(S): C in MARK 110; C in ACCT 207 / 220 or a bachelor's degree CO-REQUISITE(S): N/A EXCLUSION(S): N/A

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, a student will be able to:

- · Develop and implement strategic plans.
- Investigate and identify risks associated with the strategic direction of a business operation.

- Integrate common strategic theories into the operational planning process.
- Assess the performance of a business operation through the interpretation of diverse operational data and interpretation of key performance metrics.
- Apply problem-solving and decision-making techniques in order to improve operational performance.
- Synthesize and communicate complex information to a business audience.
- Work effectively as part of a team.

REQUIRED MATERIALS & PREPARATION

- a) Edwards, J., Try, D., Ketchen, D., Short, J. (2014). *Mastering strategic management* (1st Canadian ed.). BC Campus.
 - Retrieved from <u>https://collection.bccampus.ca/textbooks/mastering-strategic-management-1st-canadian-edition-bccampus-236/</u> (Download pdf.) (No Cost)
 - Available in D2L Content > Course Information
- b) Readings assigned by instructor available on D2L.
- c) Simulation: GoVentureCEO. This package is available for purchase from the <u>bookstore</u> (\$33.50 CAD) or you can purchase an online student subscription from <u>https://mediaspark.dpdcart.com/</u> (Cost \$29.00 USD)
- d) Case study course pack: This is available through <u>www.iveypublishing.ca</u> at a cost of \$10.90 CAD. After registering for an account, the following link gives access to purchase the course pack: <u>https://www.iveypublishing.ca/s/ivey-coursepack/a1ROF000000bhxF2AQ</u> This course pack comprises **two** cases. A **third** case (with a new unique course pack access and purchase link) will be provided a few weeks into the course. You will be required to provide proof of purchase to the instructor, as it is a violation of academic integrity to share or re-use previously purchased copies.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Unit & Class Dates	Topics and Assigned Reading	Assignments (Legend) D2L/In-class discussions Sim #1 / Sim #2 / Sim #3 Other Assignments	
Unit 1 May 6 May 8	 Topic: Course introduction <u>In-class Activities</u> Intro to each other Intro to the course Intro to the GoVenture CEO simulation; Sim #1: Cellphone Industry 	Introduce yourself (brief bio) in D2L; discussion post due by May 8th at 11:59 p.m. Purchase simulation code (see Unit 1 D2L for details) and get oriented to it. Purchase and download case study "course pack" by May 12	
Unit 2 May 13 May 15	Topic: What is Strategy?In-class ActivitiesContent/discussionSim #2 setupReadings/ResourcesText:Ch.1: "Mastering Strategy: Art and Science"Ch.4 (pp. 124-140): "Managing Firm Resources"Articles/case:"Mihi Cannabis" Case Study"What is Strategic Thinking?" (Beck)"So What is a Strategic Thinker?" (Young)Videos:Simon Sinek: "How Great Leaders Inspire Action"HBR Explainer: "Finding Your Company's Core Competencies"	Unit 2 Discussion Activity – Due before May 15th class Sim #1 (Individual) – Daily input by 11 p.m. (PT) May 13, 14, 15, 16, & 17. Complete all decision entries <u>AND</u> the 13Q multiple-choice Tutorial Quiz - Due May 19 Start Competency Quiz: it's long, so leave ample time. Identify Sim #2 partnerships (optional) by end of May 13.	
Unit 3 May 20 May 22 <u>No Class May 20</u>	 Topic: The External Operating Environment / Value & Competitive Advantage In-class Activities Content/discussion Readings/Resources Text: Ch.3: "Evaluating the External Environment" (PESTEL / Porter's Five Forces) Ch.4 (pp. 127-140; 166-170): "Managing Firm Resources" (VRIO & SWOT) Articles: "Porter's 5 Forces" (Wheelabator Frye) 	Unit 3 Discussion Activity – Due before May 22nd class Sim #2 (Paired) – 1st Period Decisions – Due May 22 Competency Quiz - Due May 26.	

Unit & Class Dates	Topics and Assigned Reading	Assignments (Legend) D2L/In-class discussions Sim #1 / Sim #2 / Sim #3 Other Assignments
	 Marketline Reports: "Beer and Cider in Canada" (pp. 17 to 22) (Analysis of the brewing industry with Porter's Five Forces model.) Videos: HBR Explainer: "Porter's Five Forces" "The Gift of Conflict" (Gallo) 	
Unit 4 May 27 May 29	Topic: Developing a Strategic Orientation / Generic Competitive Strategy & SWOT In-class Activities Content/discussion Readings/Resources Text: Ch.5: "Selecting Business-Level Strategy" Articles: "Major Frameworks – Porter's Generic Competitive Strategies" (Martin) "You Can't be the Cheapest and the Best" (Spurrell) "What is a Value Proposition?" (Newman) Video: HBR Explainer: "What is a Business Model?"	Unit 4 Discussion Activity – Due before May 29th class Sim #2 (Paired) – 2nd Period Decisions – Due May 29
Unit 5 Jun 3 Jun 5	 Topic: Mission, Vision, Goals, Strategies, Tactics In-class Activities Content/discussion Readings/Resources Text: Ch. 2 (pp. 41-56): "Leading Strategically" (Mission, Vision, Balanced Scorecard) Mission Statement versus Vision Statement Articles/Case: "Urban Axes" case study "Mission vs. Goals vs. Objectives vs. Strategy vs. Execution vs. Tactics" "The Differences between Goals, Objectives, Strategies, and Tactics" (Belniak) "Mission, Objective" (infographic, for reference) 	Unit 5 Discussion Activity – Due before June 5th class Sim #2 (Paired) – 3rd Period Decisions – Due June 5

Unit & Class Dates		Topics and Assigned Reading	Assignments (Legend) D2L/In-class discussions Sim #1 / Sim #2 / Sim #3 Other Assignments
Unit 6 Jun 10	Jun 12	Topic: Lean Canvas, Creating New Market Space & Blue Ocean In-class Activities Content/discussion Readings/Resources Text: Ch. 6: "Supporting the Business-Level Strategy: Competitive and Cooperative Moves" Articles: "Creating New Market Space" (Kim & Mauborgne) "Why Lean Start-up Changes Everything" (Blank) "The Six Paths Framework in Formulating a Blue Ocean Strategy" Video: HBR Explainer: "Blue Ocean Strategy"	Unit 6 Discussion Activity – Due before June 12th class Sim #2 (Paired) – 4th Period Decisions – Due June 12 Self-enrol in teams (2 pairs per) for Sim #3 – Due Jun 12
Unit 7 Jun 17	Jun 19	 Topic: Making & Responding to Competitive Moves / Strategy versus Tactics In-class Activities Content/discussion Sim #3: Teams formed for third simulation (Ice Cream Industry). Introduce Operating Plan & Presentation Assignments Readings/Resources Articles: "Turning Great Strategy into Great Performance" (Mankins & Steele) "Closing the Gap between Strategy & Execution" (Sull) "9 Reasons Why Change is Difficult" (Iannarino) 	Unit 7 Discussion Activity – Due before June 19th class Sim #2 (Paired) – 5th Period Decisions – Due June 19 [Operating Plan (Team) Team Contract and Delegation of Responsibilities – Due Jun 23]

Unit & Class Dates	Topics and Assigned Reading	Assignments (Legend) D2L/In-class discussions Sim #1 / Sim #2 / Sim #3 Other Assignments
Unit 8 Jun 24 Jun 26	 Topic: Innovation & Strategy In-class Activities Content/discussion Introduce case for Final Case Study (Individual). Case TBD. Readings/Resources Articles: "Three Types of Innovation" (Baer) "Innovation Isn't Just About New Products" (Govindarajan & Desai) "The Psychology of Innovation" (Saxena) Videos: HBR Explainer: "Disruptive Innovation" 	Unit 8 Discussion Activity – Due before June 26th class Sim #3 (Team) – 1st Period Decisions – Due Jun 26 Operating Plan (Team) Team Contract and Delegation of Responsibilities – Due Jun 23 Purchase third case (new "course pack") by end of Jun 26
Unit 9 Jul 1 Jul 3 <u>No Class Jul 1</u>	Topic: Operation Plan / Practice Presentations In-class Activities Practice presentations	Unit 9 Discussion Activity – Due before July 3rd class Sim #3 (Team) – 2nd Period Decisions – Due Jul 3 [Operating Plan (Team) / Evaluation – Due Jul 7]
Unit 10 Jul 8 Jul 10	Topic: Case Study Overview & Case #1 In-class Activities Preparing a Case Study: General Guidelines "Mihi Cannabis" Case Preparation Readings/Resources Case: "Mihi Cannabis" Case	Unit 10 Discussion Activity – Due before July 10th class Sim #3 (Team) – 3rd Period Decisions – Due Jul 10 Operating Plan (Team) / Evaluation – Due Jul 7
Unit 11 Jul 15 Jul 17	Topic: Business Case #2 discussion In-class Activities "Urban Axes" Case Preparation Case for Final Case Study. Case TBD. Readings/Resources "Urban Axes" Case Case for Final Case Study. Case TBD.	Unit 11 Discussion Activity – Due before July 17th class Sim #3 (Team) – 4th Period Decisions – Due Jul 17
Unit 12 Jul 22 Jul 24	Topic: Business Case #3 discussion In-class Activities Instructor coaching Work on Case Assignment	Sim #3 (Team) – 5th (final) Period Decisions – Due Jul 24 Final Case Study (Individual) – Due Jul 28th

Unit & Class Dates	Topics and Assigned Reading	Assignments (Legend) D2L/In-class discussions Sim #1 / Sim #2 / Sim #3 Other Assignments
Unit 13 Jul 29 Jul 31	Topic: Case Study Debrief and Presentation Requirements In-class Activities Instructor coaching Work on Team Assignment	
Unit 14 Aug 5 Aug 7 <u>No Class Aug 5</u>	Presentations (Aug 7)	"Owner's Group" (Team) Presentations and Evaluation – Due Aug 7
Exam Period	No final Exam	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the <u>CAL exams page</u>. <u>http://camosun.ca/services/accessible-learning/exams.html</u>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Assignments (55%)	
Final Case Study (Individual)	25%
Operating Plan / Presentation	30%
Creation of an Operation Plan (Group) – 20%	
Owner's Group - Final Presentation (Group) – 10%	
Simulations (25%)	
Simulation #1 (Individual)	10%
Completion of Decisions – 5%	
Competency Quiz – 5%	
□ Simulation #2 (Pairs)	7%
□ Simulation #3 (Groups)	8%
Online and In-Class Activities (Individual) (20%)	
Participation/Activities/Discussions	20%
ΤΟΤΑ	L 100%

NOTES ON ASSESSMENTS

- 1. Marks awarded for the Operating Plan (20%) and for the Report (Presentation) to the Ownership Group (10%) will be subject to adjustment for each team member based on peer evaluation by all team members. Please refer to the Self and Peer Evaluation document on D2L.
- Simulation #1 (10%) Individual. Complete the 5 decision-entry periods and the 13-question multiple choice quiz (5%) AND the Competency Quiz (5%). These quizzes occur within the simulation itself.

- 3. Simulation #2 (7%) Paired. Complete all decision-entry periods, submit a report for each entry period. Note that pairs are expected to share the responsibility of completing the reports.
- 4. Simulation #3 (8%) Team. Complete all decision-entry periods. Complete simulation reports (share between team members). Half of the marks for this simulation will be based on the relative standing of each team, and half on the quality and quantity of the reports.
- 5. Participation/Activities/Discussions. Each student will be given the 20% mark for the weekly assignments up front. So, you start the term with 20 of the total 100 course marks "in your pocket"! Marks will be deducted for incomplete and unsubmitted work, lack of engagement and absence/tardiness.

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the <u>Grade Review and Appeals</u> policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf

COURSE GUIDELINES & EXPECATIONS

Assignment formatting. The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College citation guides: <u>http://camosun.ca.libguides.com/apa7</u>

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- □ In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the College's Academic Integrity Policy. See Camosun's (2021) policy at: <u>https://legacy.camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf</u>.

Acts of academic dishonesty include, but are not limited to:

- Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- Providing answers to another student in any test, examination, or take-home assignment.
- □ Taking any unauthorized materials into an examination or test.
- □ Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.
- □ If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

SCHOOL OR DEPARTMENTAL INFORMATION

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of these guidelines is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

Camosun College School of Business (2016) Academic Honesty Guidelines from: <u>http://camosun.ca/learn/school/business/current-students/documents/Academic-Honesty-Guidelines.pdf</u>. **Deadlines, exams, and assignments.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are <u>no additional</u> <u>assignments or make-up exams</u> of any kind if you performed poorly on an assignment, midterm or final exam.

- a. **EXAM DATES WILL NOT BE RESCHEDULED**. Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.
- b. Students registered through the <u>Centre for Accessible Learning (CAL)</u> should discuss timelines with their instructors at the beginning of each semester.
- c. Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

Final exams: Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance. See Camosun College (2018) Final Examinations from: http://camosun.ca/learn/calendar/current/procedures.html#academic.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <u>http://camosun.ca/students/</u>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous

Support Service	Website
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the <u>Centre</u> for Accessible Learning (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started: <u>http://camosun.ca/services/accessible-learning/</u>

Academic Integrity

Please visit <u>http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf</u> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <u>http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf</u> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <u>http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf</u> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <u>http://camosun.ca/learn/fees/#deadlines</u>.

Grading Policy

Please visit <u>http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf</u> for further details about grading.

Percentage	Grade	Description	Grade Point
			Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	В		5
70-72	B-		4
65-69	C+		3
60-64	С		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Grade Review and Appeals

Please visit <u>http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf</u> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<u>http://camosun.ca/learn/calendar/current/procedures.html</u>) and the Grading Policy at <u>http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf</u>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <u>http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf</u> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for

everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.