

COURSE SYLLABUS



COURSE TITLE:	BUS 480 Advanced Business Strategy
CLASS SECTION:	Section 001 (Wednesdays 6:00PM -8:50PM, CBA 210)
TERM:	Winter 2022
COURSE CREDITS:	3 credits
DELIVERY METHOD(S):	Blended, Face to Face/Online

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ 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 <https://legacy.camosun.ca/covid19/index.html>.

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 explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME:	Dr. Laura Gover-Basar
EMAIL:	gover-basarl@camosun.ca
OFFICE:	CBA 230 or Online
HOURS:	Mondays & Wednesdays 2:30PM-3:30PM or by appointment (email for appointment)

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

Students will integrate all functional disciplines covered in the Bachelor of Business Administration and Post Degree Diploma programs within the context of strategic management. Using the case method, students will make strategic decisions that mirror the challenges faced by top-level managers. This course engages students in classroom discussions and online forums.

PREREQUISITE(S): 4th Year BBA or PDD Tourism and Hospitality Management or PDD Business Administration

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Demonstrate an understanding of strategic planning and analysis as it applies to short and long-term decision making.
- Apply a range of theoretical tools to analyze both a company's external and internal environments including resources and intellectual capital.
- Evaluate and interpret a company's corporate-, business-, and functional-level strategies and develop recommendations that are consistent with an organization's strategic approach.
- Assess organizational situations and make recommendations using a range of analytical tools and techniques.
- Examine current issues in strategy.
- Develop and improve case analysis and report writing skills.
- Develop interpersonal and communication skills that prepare students to act effectively in a range of practical business situations.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Edwards, J. (2014). *Mastering Strategic Management – 1st Canadian Edition*. Victoria, B.C.: BCcampus.
Retrieved from <https://opentextbc.ca/strategicmanagement/>

→ This is an open-source e-textbook (i.e. free). For hardcopies, Camosun Printshop can provide one for ~\$30.

Additional required readings are provided on D2L.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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

Dates	Topics	Prereading	Deadlines
Week 1 Jan. 12	Welcome to BUS 480! <ul style="list-style-type: none"> ▪ Course overview ▪ Teams formed 	<i>Course Outline</i>	
Week 2 Jan. 19	Intro to Advanced Business Strategy <ul style="list-style-type: none"> ▪ Strategic management perspectives ▪ How to facilitate a seminar tutorial 	<i>Chapter 1</i> <i>D2L Articles</i>	
Week 3 Jan. 26	Leading Strategically <input type="checkbox"/> Team 1 Seminar	<i>Chapter 2</i>	
Week 4 Feb. 2	Evaluating the External Environment <input type="checkbox"/> Team 2 Seminar	<i>Chapter 3</i>	
Week 5 Feb. 9	Managing Firm Resources <input type="checkbox"/> Team 3 Seminar	<i>Chapter 4</i>	
Week 6 Feb. 16	Selecting Business-Level Strategies <input type="checkbox"/> Team 4 Seminar	<i>Chapter 5</i>	Course Project Part 1 due Feb. 14, 11:59PM
Week 7	**NO CLASS - READING WEEK BREAK**		
Week 8 March 2	Supporting the Business-Level Strategy <input type="checkbox"/> Team 5 Seminar	<i>Chapter 6</i>	
Week 9 March 9	Competing in International Markets <input type="checkbox"/> Team 6 Seminar	<i>Chapter 7</i>	
Week 10 March 16	Selecting Corporate-Level Strategies <input type="checkbox"/> Team 7 Seminar	<i>Chapter 8</i>	Course Project Part 2 due March 14, 11:59PM
Week 11 March 23	Executing Strategy through Organizational Design <input type="checkbox"/> Team 9 Seminar	<i>Chapter 9</i>	
Week 12 March 30	Leading an Ethical Organization <input type="checkbox"/> Team 9 Seminar	<i>Chapter 10</i>	
Week 13 April 6	Final Project Presentations		Presentations due April 4, 11:59PM
Week 14 April 13	Final Project Presentations & Wrap-up Session		Participation Docs due April 14, 11:59PM

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 notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html) (<http://camosun.ca/services/accessible-learning/exams.html>).

EVALUATION OF LEARNING

DESCRIPTION	DUE	WEIGHTING
INDIVIDUAL WORK		30%
<input type="checkbox"/> Weekly In-Class Participation Document (15%)	Week 14	15%
<input type="checkbox"/> Weekly Online Discussion Participation Document (15%)	Week 14	15%
COURSE PROJECT (<i>Individual or in Pairs</i>)		40%
<input type="checkbox"/> Part 1 – The Problem	Week 6	10%
<input type="checkbox"/> Part 2 – The Path Forward	Week 10	20%
<input type="checkbox"/> Part 3 - Presentation	Week 13	10%
SEMINAR FACILITATION		30%
<input type="checkbox"/> Class Seminar, Online Discussion & Background and Reflection Document	Ongoing	~
<input type="checkbox"/> Self/Peer Evaluation	Ongoing	~
	TOTAL	100%

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 [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

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: <http://camosun.ca.libguides.com/apa7>

- 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: <https://legacy.camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf>.

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.

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 no additional assignments or make-up exams of any kind if you performed poorly on an assignment.

- a. Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- b. 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.

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 <http://camosun.ca/students/>.

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
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

Support Service	Website
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 [Centre 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: <http://camosun.ca/services/accessible-learning/>

Academic Integrity

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

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> 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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

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

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> 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” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> 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.