

Revised:
 Date of Previous Revision:
 Date of Current Revision:

C: BUSN 4275 D: Business Strategy and Competitive Analysis E: 3

| Subject & Course No. | Descriptive Title | Semester Credits | | | | |
|--|--|------------------|--------------------------|-----------------------------|-------------------------------------|--------------------------|
| F: Calendar Description: 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. | | | | | | |
| G: ta rs T e o s r c / Learning Settings | H: Course Prerequisites: BUSN 2275 | | | | | |
| | I: Course Corequisites: | | | | | |
| | J: Course for which this Course is a Prerequisite | | | | | |
| Number of Weeks perSemester: 15 Weeks X 4 Hours per Week = 60 Hours | K: Maximum Class Size: 35 | | | | | |
| L: PLEASE INDICATE: | | | | | | |
| <table style="width: 100%; border: none;"> <tr> <td style="width: 5%; border: 1px solid black; text-align: center;"><input type="checkbox"/></td> <td style="border: none;">College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; text-align: center;"><input checked="" type="checkbox"/></td> <td style="border: none;">College Credit Transfer:</td> </tr> </table> | | | <input type="checkbox"/> | College Credit Non-Transfer | <input checked="" type="checkbox"/> | College Credit Transfer: |
| <input type="checkbox"/> | College Credit Non-Transfer | | | | | |
| <input checked="" type="checkbox"/> | College Credit Transfer: | | | | | |
| SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca) | | | | | | |

M: Course Objectives / Learning Outcomes

Upon completion of the course the student will be able to:

1. Use strategic thinking about a company, its present position and long-term strategic direction
2. Conduct critical strategic analysis in a variety of industries and competitive situations, in global settings
3. Demonstrate applied skills in crafting business strategies, reasoning strategic options, and the use “what-if analysis”, for risk management
4. Evaluate strategic action alternatives, and make sound strategic decisions
5. Identify and optimize among a range of options managers can take to effectively execute strategy
6. Integrate the knowledge gained in earlier core courses in the Business Administration Degree (BBA) program
7. Integrate the knowledge and skills gained in other business/ accounting courses, show you how the various pieces of the operation fit for strategic positioning and success
8. Conduct an internal analysis to identify

