



**I. COURSE DESCRIPTION: Students will utilize the knowledge relating to business activities gained through the curriculum in the previous three**

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Make strategic and operating decisions for a business.

Potential Elements of the Performance:

- assess changing industry and competitive conditions.
- diagnose the strategies of competitors.
- pursue ways to secure a competitive advantage and evaluate different courses of action.
- chart a strategic course and adjust strategic plans in response to changing conditions.

2. Understand how the different functional pieces of a business fit together.

Potential Elements of the Performance:

- discuss how and why decisions made in one area affect outcomes in other areas of a company.
- outline the keys to keeping a company profitable.
- understand and explain what affects return on equity investment.
- describe how to protect a company's bond rating.
- discuss endeavours to maximize shareholder wealth.
- develop an effective business strategy.

3. Discuss the ins and outs of global competition.

Potential Elements of the Performance:

- discuss the different strategies companies can pursue in world markets.
- describe the challenges of competing in a global market environment.
- develop decisions with regards to exchange rate fluctuations, tariff barriers and production cost differences.

## 4. Explain basic revenue-cost-profit relationships

Potential Elements of the Performance:

- review operating statistics and identify costs that are out of line.
- assess a company's financial condition and decide what proactive approaches to take.
- construct one year and five year strategic plans.
- develop powers of managerial judgment.

**III. TOPICS:**

1. Strategic and operating decisions
2. A conceptual view of business
3. Global competition
4. Revenue-cost-profit relationships

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

The Business Strategy Game 6<sup>th</sup> edition by Arthur Thompson and Gregory Stappenbeck, McGraw-Hill

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Test # 1	20%
Test # 2	20%
Project	25%
Ind. Ass.	15%
Group Pres.	10%
Group 5 year plan	10%
Total	100%

Note: There will be no re-writes of individual tests. A supplemental test will be made available at the end of the semester for those students who have missed or failed a test.

The group project will be completed as part of a competition with other groups and due dates for assignments will be strictly adhered to. Should a group fail to submit their assignment by the due date, they will be eliminated from the competition thereby forfeiting the mark for this project.

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies &amp; Procedures Manual – Deferred Grades and Make-up</i> ).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

## VI. SPECIAL NOTES:

### Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

### Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

**VII. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.