



COURSE OUTLINE: GBM307 - STRAT. BUSINESS MGMT

Prepared: Steve Araba

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	GBM307: STRATEGIC BUSINESS MANAGEMENT
Program Number: Name	2109: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Semesters/Terms:	21F, 22W
Course Description:	In the Strategic Business Management Course, students will examine the principles and processes of creating strategy to be reflected in a strategic plan. Case studies will be used to promote an understanding of problems, issues and opportunities being faced by companies striving to remain competitive. Students will develop the capability to develop integrated and realistic plans in preparation for their entry into the commercial business environment.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	<p>2109 - GLOBAL BUSINESS MGMT</p> <p>VLO 2 Develop, execute and analyze the results of a comprehensive global business plan</p> <p>VLO 6 Implement strategies utilizing domestic and foreign government programs, policies, and agencies which facilitate international trade</p> <p>VLO 14 Apply entrepreneurial strategies to maximize the effectiveness of international business initiatives</p>
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>
Course Evaluation:	Passing Grade: 50%, D

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2021-2022 academic year.



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A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Strategic management: Creating competitive advantages by Gregory Dess , Gerry McNamara , Alan Eisner , Seung-Hyun Lee
 Publisher: McGraw-Hill Irwin Edition: 9th Edition
 ISBN: 9781259900464
 Rent (180 Day) \$49.99, Lifetime \$79.99

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Demonstrate knowledge of the contemporary theories and practice of Strategic Business Management in terms of the processes and methods used by the Executive Management Team to choose, implement, strategies to sustain and grow the business enterprise.	1.1 Define strategic business management. 1.2 Discuss the importance of strategic business management. 1.3 Apply the strategic management process in a hypothetical business environment. 1.4 Differentiate between the importance of vision, mission, goals and objectives in a business. 1.5 Illustrate the relevance of strategy as a tool in contemporary businesses.
Course Outcome 2	Learning Objectives for Course Outcome 2
Analyze and evaluate a business strategic vision, mission, and strategy formulation, at a business or corporate level.	2.1 Categorize the macro-, meso- and micro-aspects of an industry that a business operates within. 2.2 Assess the impact of macro-, meso- and micro-elements on business operations. 2.3 Conduct a macro-environmental analysis of an industry, using the PESTLE principle. 2.4 Distinguish between Porter’s five forces. 2.5 Apply the principles of meso-analysis in a given business environment. 2.6 Identify the 4 P’s of marketing. 2.7 Justify the rationale of a micro-level analysis in strategic business management. 2.8 Compile a market analysis using Porter’s five forces model. 2.9 Conduct a SWOT analysis.
Course Outcome 3	Learning Objectives for Course Outcome 3
Understand business strategies and case study analyses.	3.1 Understanding competitive positioning strategy. 3.2 Understanding the Blue Ocean Strategy. 3.3 Differentiate between the different types of strategies. 3.4 Apply Ansoff’s Matrix in a business environment. 3.5 Recommend a strategy selection for a specific business. 3.6 Create a business strategy plan for a specific business.
Course Outcome 4	Learning Objectives for Course Outcome 4
Implement business strategies.	4.1 Implementing competitive positioning strategies. 4.2 Implementing Blue Ocean Strategies. 4.3 Develop a business strategy implementation plan for a given business.

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		<p>4.4 Evaluate a strategy implementation plan.</p> <p>4.5 Illustrate the final stages in strategic business management.</p> <p>4.6 Distinguish the requirements for effective evaluation.</p> <p>4.7 Identify the four types of strategic control.</p> <p>4.8 Apply the principles of control and evaluation of strategic business management.</p> <p>4.9 Assess the evaluation and control process for a given business.</p>
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Maintain competitive advantage.	<p>5.1 Identify the principles and challenges of strategic alignment.</p> <p>5.2 Assess the challenges to strategic alignment that a business may face.</p> <p>5.3 Apply the principles of strategic alignment in a specific business.</p> <p>5.4 Investigate the importance of sustainability.</p> <p>5.5 Debate the social responsibility of strategic planners and senior management.</p> <p>5.6 Recognize the role of social enterprises in the corporate sector.</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments and Case Studies	35%
Final Exam	25%
Mid-term Exam	20%
Quiz	20%

Date: August 4, 2021

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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