



COURSE OUTLINE: GBM106 - STRAT. BUSINESS MGMT

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Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	GBM106: STRATEGIC BUSINESS MANAGEMENT
Program Number: Name	2109: GLOBAL BUSINESS MGMT
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
Course Description:	In this course, students will examine the principles, processes and reflection involved in creating a strategic business plan. Case studies will be used to promote the understanding of problems, issues and opportunities presented to 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:	42
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



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: 10th
 ISBN: 1260706621
 Use other applicable Free Open Educational Resources to cover Course outcomes and Learning Objectives where necessary.

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 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
Understanding business strategies and case study analysis.	3.1 Understanding Competitive Positioning Strategy. 3.2 Understanding 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



	<p>given business.</p> <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
Maintaining a 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>
Course Outcome 6	Learning Objectives for Course Outcome 6
Exploring a New Business Venture-Business Strategy Simulation.	<p>6.1 Understand how learning by doing may have substantial advantages over formal analysis, research, and planning in turbulent, unpredictable environments.</p> <p>6.2 Learning the benefits of prototyping, testing innovation and adapting business models.</p> <p>6.3 Explore the challenging tradeoffs that leaders face as they launch a new business, product, service, or process.</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments and Case Studies	30%
Business Strategy Simulation	10%
Final Exam	20%
Mid-term Exam	20%
Quizzes	20%

Date: June 18, 2024

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