

# Business Administration

Course Number:

**Professors**

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**Learning Outcomes**

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

Describe how major disruptive forces such as anti-globalization, technology advancement, environmentalism, and corporate social responsibility can trigger industry transformational change

Apply case analysis methodology to solve disruptive business problems and make managerial decisions

Apply competitive analysis techniques (e.g. SWOT, portfolio analysis, stakeholder analysis, industry segmentation, critical success factor analysis, value chain analysis, building sustainable competitive advantage)

Prepare a strategic plan for an existing organization

Effectively execute strategy through the use of performance measurement and control systems (e.g. the balanced scorecard, diagnostic control systems, strategic risk management)

**Course Objectives**

This course will cover the following content including:

See course schedule

**Evaluation Procedure**

Assignments		30%
Assignment 1 – Team Charter	5%	
Assignment 2 – Weekly Case Analysis (5 total)	25%	
Team Case Analyses		35%
Written Submissions – See schedule	20%	
Oral Presentation – See schedule	15%	
Exams and Quizzes		35%
Midterm Exam	25%	
Balanced Scorecard Quiz	10%	
	<b>TOTAL</b>	<b><u>100%</u></b>



**Exams and Quizzes** (35% of grade)

During the term, there will be a mid-term examination (25 marks) and a Balanced Scorecard quiz (10 marks). There is no final examination because of the time required to develop the strategic plan, which is the major project for the course. The examinations are to test your comprehension of strategic management concepts, and your application of critical thinking and problem-



