

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

BMBA 400: Strategic Management

Course Description

This course uses a strategic management approach to provide you with a systematic framework for evaluating the strategies, policies, design, productivity, and performance of organizations.

Learning Outcomes

Upon completion of this course, you will be able to:

- Identify and analyze strategic issues in an organizational context.
- Identify and assess the effectiveness of strategies utilized by a variety of organizations.
- Understand and apply a range of contemporary strategic management concepts, tools, and techniques.

Course Materials

BMBA 400 uses online resources and a course pack and readings to introduce the field of strategic management and encourage interaction between you, your instructor and classmates.

Weekly Schedule

Dates	Topics
Unit 1 (Week One)	Course and Personal Introductions Discussion of your ideas on Strategic Management
Unit 2 (Weeks Two and Three)	Strategic Management, Leadership, and Decision-Making
Unit 3 (Weeks Four and Five)	Understanding the External Environment
Unit 4 (Weeks Six and Seven)	Understanding an Organization's Strategic Resources
Unit 5 (Weeks Eight and Nine)	Strategy Development

Unit 6 (Weeks Ten and Eleven)	Strategy Execution
Unit 7 (Week Twelve)	Contemporary and Emerging Strategic Challenges and Opportunities
Unit 8 (Week Thirteen)	Course wrap up and Individual Assignment completion

Evaluation and Assignments

Activity/Assignment	Due (11:55 PM PT)	Mark
Unit One:		
Introductory Post Activity	Sunday, Week 1	5%
Unit Two:		
Activity One: Strategic Management, Leadership, and Decision-Making Discussion	Sunday, Week 2	5%
Strategic Management, Leadership, and Decision-Making Group Project	Sunday, Week 3	7%
Unit Three:		
Activity One: Understanding the External Environment Discussion	Sunday, Week 4	5%
Understanding the External Environment Group Project	Sunday, Week 5	7%
Unit Four:		
Activity One: Understanding an Organization's Strategic Resources Discussion	Sunday, Week 6	5%
Understanding an Organization's Strategic Resources Group Project	Sunday, Week 7	7%
Unit Five:		
Activity One: Strategy Development discussion	Sunday, Week 8	5%
Strategy Development Group Project	Sunday, Week 9	7%
Unit Six:		
Activity One: Strategy Execution discussion	Sunday, Week 10	5%
Strategy Execution Group Project	Sunday, Week 11	7%

Unit Seven:		
Activity One: Contemporary and Emerging Strategic Issues Discussion	Sunday, Week 12	5%
Activity Two: Contemporary and Emerging Issues Ethical Framework	Sunday, Week 12	5%
Unit Eight:		
BMBA 400 Major Individual Assignment	Sunday, Week 13	25%
Total		100%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you’re unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.

- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.