

	School of Business and Leadership
	LEAD 402
	Strategic Business Planning
	Term: Fall 2023 Number of Credits: 3
Course Outline	

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COURSE DESCRIPTION

This is the first of the fourth-year courses in the Bachelor of Business Administration program. Strategic Business Planning provides the framework and sets the expectation for other project-based fourth year courses while allowing students to demonstrate their capacity to develop and execute organizational strategies. Through LEAD 402, students will develop consultancy skills required to effectively implement strategic change in a variety of northern organizations. Lastly, this course focuses on the importance of exploring northern, creative and socially responsible solutions and developing project management skills.

COURSE REQUIREMENTS

Prerequisite(s): BUS270 and LEAD300 or permission from the program

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Define, research and analyse northern business problems using core business knowledge and principles
- Apply strategic, critical and systems thinking to explore creative and sustainable strategic business solutions
- Recognize and address systemic factors present in the northern business context
- Effectively communicate recommendations to a client through appropriate delivery methods
- Research and practice project management skills
- Assess and reflect on accountability to self, team and client, as well as individual and collaborative contributions

COURSE FORMAT

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Weekly breakdown of instructional hours

This hands-on, interactive course will apply problem-based and collaborative learning methods. Activities can range from small, focused content seminar style learning activities to community partner visits. Students will have space to interact both with each other and their instructor. Students are expected to work together to learn and solve practical assignments.

Students will meet in class once a week for 2 hours. It is expected that this course will require 3-7 hours of additional time per week, with some variation throughout the term, spent on reading, reviewing modules, and completing assignments. It is important to note that the time required will vary by individual.

Delivery format

This course will be delivered in a blended format. Students will be required to attend some face-to-face sessions on campus and complete asynchronous online activities. Depending on the COVID-19 situation in the Yukon, some face-to-face sessions may be moved to Zoom at the instructor's discretion.

EVALUATION

Leadership and engagement	10%
Assignments	70%
Final reflection	20%
Total	100%

Leadership & Engagement: Active participation in this course is mandatory. Students are expected to show up, work hard, and participate fully in these activities. They are also expected to interact with knowledge holders, fellow classmates, and instructor(s) in a positive, respectful and reciprocal manner, honouring the procedures, protocols and ways of expressing and embodying knowledge.

Assignments:

Assignments may include:

- Work through case studies, writing reports, and presenting
- In groups, work with a local organization to respond to questions and provide recommendations for an existing organization regarding their current state and future direction
- Self and peer assessment of consultancy skills and teamwork
- Self-reflection (student will review all key concepts in the course and consider how they will apply their new knowledge)
- Student interviews (students will interview community members regarding specific course content)

Students are encouraged to use AI in a socially responsible and respectful way. Any use of AI in preparing assignments must be accompanied by a statement explaining how AI was used to augment the student's own work and why.

Students are encouraged to ask for an extension for any reason before the assignment due date. Late assignments will have 3% deducted for each day they are late to a maximum of 15%. Assignments handed in more than 5 days late will not be accepted. As the individual presentation can only be evaluated in class, missing your date will require you to present the following week, and therefore result in a penalty of 21% (7 days x 3%/day).

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Rumelt, R. (2013) Good Strategy Bad Strategy: The Difference and Why It Matters. Profile Books, 322 pp.

Other readings to be provided by the instructor.

Students are required to have a computer (with webcam and microphone) with a reliable internet connection, word processing and presentation software.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

WEEK	Chapters	Class Theme
1	Good Strategy is Unexpected (Ch 1) Discovering Power (Ch 2)	Introduction and Client Initial Contact

2	Bad strategy (Ch 3) Why so much bad strategy? (Ch 4)	Professionalism
3	The Kernel of Good Strategy (Ch 5) Using Leverage (Ch 6)	Problem Definition PART I
4	Proximate Objectives (Ch 7) Chain-Link Systems (Ch 8)	Problem Definition PART II
5	Using Design (Ch 9) Focus (Ch 10)	Data Collection I
6	Growth (Ch 11) Using Advantage (Ch 12)	Data Collection II
7	Using Dynamics (Ch 13)	Analyses/Findings/Diagnosis PART I
8	Inertia and Entropy (Ch 14)	Analyses/Findings/Diagnosis PART II
9	Putting It Together (Ch 15)	Conclusion
10	The Science of Strategy (Ch 16)	Putting Report together
11	Using Your Head (Ch 17)	Pitch Your Solution
12	Keeping Your Head (Ch 18)	Develop Presentation
13	Presentations	Student Presentation to Client Self-Reflection