

COURSE OUTLINE		
TERM: Fall 2019	COURSE NO: NABU 470	
INSTRUCTOR:	COURSE TITLE: North American Business Policy & Strategy	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

CMNS 305 and 6 NABU Credits

CALENDAR DESCRIPTION

The primary course objective is to acquaint students with the process of developing a business strategy and how to implement that strategy while diverse international business practices are compared. Students must be able to integrate the knowledge and skills they have learned in other NABU courses in areas such as leadership, cross-cultural topics, project management, cross-border HR, North American law and finance, etc.

REQUIRED TEXTS AND/OR RESOURCES

No specific textbook is required for this course. Instead, students will buy case studies and readings.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Utilize effective communication skills to engage in active online and face-to-face relevant discussions
- Plan and conduct strategic planning analysis and discussions for a North American business environment.
- Use effective business communication to present research, analysis, findings and strategic recommendations.
- Apply strategic management models, its components and processes in the context of cross-cultural business.

- Explain the relationship between strategic management and business and corporate objectives and strategies, especially in North American business environments.
- Analyze North American and international business cases using strategic management models to apply the theoretical concepts to real business situations.
- Make business decisions based on strategic management analysis.
- Conduct high level business analysis and strategic alignment.
- Integrate social and global perspectives into situational analysis and decision-making.

COURSE CONTENT

Week	Topic
1	Course introduction, tools, fundamentals and resources reviewed Case Method and Case Analysis
2	Group formation, dates for facilitations and other assignments Strategic management review Case Analysis Method
3	Review of various subjects related to strategic management
4	Facilitating a meeting (case discussion)
5	Case facilitation: #1 (see schedule)
6	Case facilitation: #2 (see schedule)
7	Case facilitation: #3 (see schedule)
8	Case Facilitation: #4 (see schedule)
9	Case Facilitation: #5 (see schedule)
10	Case Facilitation: #6 (see schedule)
11	Case facilitation: #7 (see schedule)
12	Case facilitation: #8 (see schedule)
13	Case facilitation: #9 (see schedule)
14 & 15	Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
Case Analysis Report	10
Case Facilitation	20
Briefings	20

Activities: In class participation and preparedness	10
Assignments and quizzes	25
Written final report: Case Analysis	15
Total	100%

Participation: Participation grades are based on the quality and frequency of contributions to in-class case discussions. Consistency means actively contributing to discussions each week. Quality is determined by the relevance, insight and clarity of remarks related to the case discussion.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of Academic Integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See Course Syllabus