



BUSI 4609A: Strategic Management

SUMMER 2025

Instructor	Rajyogeshwar Singh, CPA
Email Address	rajyogeshwarsingh@cunet.carleton.ca
Class Times	Tuesday 6:05pm – 8:55pm
Modality	In Person
Office Hours	By Appointment

Pre-Requisites & Preclusions:

Prerequisites: Fourth year standing in all B.Com. and successful completion of all 2000- and 3000- level courses in the Major requirement, normally completed within the last 10 years. Note that B.Com. concentration in International Business students require BUSI 4709

Preclusions: Precludes additional credit for BUSI3629 and BUSI4709

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>) Analysis and evaluation of the organization's corporate and business strategies; integration and synthesis of knowledge acquired in the program by application of acquired functional skills to strategic decision making.

Course Learning Objectives:

1. To familiarize the student with strategic thinking and its component elements, the identification of strategic options and techniques for strategy selection.
2. To integrate the functional knowledge acquired in past business courses by applying those functional skills to analyze a single firm and recommend appropriate strategies.
3. To understand key strategic concepts such as corporate strategy, business strategy, driving forces, key success factors, value chain analysis, economies of scope, core competencies and sustainable competitive advantage.
4. To significantly enhance applied business research skills using primary data sources e.g. Stats Canada, US Census Bureau and enhance presentation skills.
5. Develop an understanding of the cross-functional and interdependent nature of strategic business decisions.

Required/Optional Materials & Prices

Strategic Management: Concepts and Cases: Competitiveness and Globalization

- M.A. Hitt, R.D. Ireland, R.E. Hoskisson, J.S. Harrison; 14th Edition; Cengage; 2023
- 1 Year Access (Digital): **\$74.95** | ISBN-13: 9780357716878
- Purchase (Paperback): **\$170.95** | ISBN-13: 9780357716762

<https://www.cengage.ca/c/strategic-management-concepts-and-cases-competitiveness-and-globalization-14e-hitt-ireland-hoskisson-harrison/9780357716762/>

Grading Scheme

Group Assignments (3 x 5% Each) – <i>Individually Graded</i>	15%
Verbal Group Presentation – <i>Individually Graded</i>	10%
Final Group Report – <i>Group Graded Together</i>	15%
Final Group Report – <i>Individually Graded</i>	20%
Final Exam	25%
Participation – <i>Library Seminar & Presentations</i>	10%
AOL Evaluation Assignment	5%
TOTAL	100%

***Failure to write the final exam, or failure to present by any individual or failure to submit the presentation slides and final report, will result in an automatic failure of the course (“F” Grade) ***

Important Dates to Note

Library Session – Attendance Mandatory (2% of final grade)	May 13th, 2025
Assignment #1	May 27th, 2025
Assignment #2	June 10th, 2025
Assignment #3	July 8th, 2025
Final Exam – Held in class	July 8th, 2025
In-Class Presentation – Attendance Mandatory (2% of final grade)	July 15th, 2025
In-Class Presentation – Attendance Mandatory (2% of final grade)	July 22nd, 2025
In-Class Presentation – Attendance Mandatory (2% of final grade)	July 29th, 2025
In-Class Presentation – Attendance Mandatory (2% of final grade)	August 5th, 2025

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



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