



Administration (ADMN) 404

Capstone I: Strategic Management (Revision 13)

Delivery mode: [Individualized study online](#) with [eText](#)

Credits: 3

Area of study: Applied Studies (Business and Administrative Studies)

Prerequisites: Completion of required courses in the respective business bachelor degree program including at least one course in each of Accounting/Finance, Marketing, Economics, and Administration/Management.

Precluded: None

Challenge: ADMN 404 is not available for challenge.

Faculty: [Faculty of Business](#)

Status: Replaced with new revision, see the [course listing](#) for the current revision

Overview

ADMN 404 is a three-credit required course in all business degree programs offered at Athabasca University. It is equivalent to a one-semester course at a conventional university. This course is intended to build on everything else you have learned about management to date. That's why you are encouraged to take this course as late as possible in your program.

What sets this course apart from all others is the fact that its focus is on organizations in their entirety and, more specifically, their success or failure. So whereas your marketing courses helped you to understand the marketing function and your accounting courses helped you to make sense of an organization's accounts, this course is meant to draw upon your knowledge from all your other courses for the purposes of determining how and whether an organization can be successful.

In *ADMN 404*, you are asked to play the role of owner/CEO. If you someday become an owner/CEO, this course can help you in that role. But even if you never become an owner/CEO, you can still benefit tremendously from this course. For example, it will benefit you as a manager/employee when you are inevitably asked to contribute to your organization's strategic planning efforts. It can also benefit you as an investor as you try to pick which companies are most likely to succeed. Simply put, this course will help you to better understand what makes organizations successful.

Outline

- Lesson 1: Strategic Leadership
- Lesson 2: Governance
- Lesson 3: External Analysis
- Lesson 4: Internal Analysis
- Lesson 5: Functional-Level Strategies

- Lesson 6: Business-Level Strategies
- Lesson 7: The Influence of Industry Characteristics
- Lesson 8: Strategies in High-Technology Industries
- Lesson 9: Global Strategies
- Lesson 10: Integration and Outsourcing
- Lesson 11: Diversification Strategies
- Lesson 12: Implementing Business-Level Strategies


Evaluation

To **receive credit** [↗](#) for ADMN 404, you must complete all assignments, achieve a grade of **D (50 percent)** [📄](#) or better on Assignment 3, and achieve an overall course grade of D (50%) or better.

There are 12 online quizzes (one for each lesson) and 3 assignments in this course. Their weighting toward your final grade is as follows:

Activity	Weight
Quizzes	12%
Assignment 1	14%
Assignment 2	24%
Assignment 3	50%
Total	100%

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).



Note: Students planning to transfer this course to a Chartered Professional Accountant designation are advised that they will be required to achieve a grade higher than the minimum passing grade. See [CPA Requirements](#)  for details.

Materials

Hill, C. W., & Jones, G. R. (2015). *Strategic management: An integrated approach* (12th ed.). Boston, MA: Cengage Learning. ISBN:

9781305502277  (eText)

eText

Registration in this course includes an electronic textbook. For more information on [electronic textbooks](#) , please refer to our [eText Initiative site](#) .

Other Resources

All other learning resources will be available online.

Important links

- › [Academic advising](#) 
- › [Program planning](#) 
- › [Request assistance](#) 
- › [Support services](#) 
- › [CPA Requirements](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 13, November 30, 2016

Updated September 2, 2022, by Student & Academic Services

View [previous revision](#) 
