

	School of Business and Leadership
	LEAD 402
	Strategic Business Planning
	Term: Fall 2026 Number of Credits: 3
Course Outline	

INSTRUCTOR: Dr. Sara McPhee-Knowles

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DATES: September 4 to December 4, 2026

TIME: Friday, 10:30-12:00

CLASSROOM: A2210

OFFICE HOURS: Wed, 2:30-4:00, or by appt

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 analyze 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

Weekly breakdown of instructional hours

This course blends experiential, project-based learning with independent learning outside of class time. Activities can range from small, focused content seminar style learning activities that take place in person with independent reading, writing, reflection and group work outside of class. You are expected to work with your colleagues to learn and solve practical problems on behalf of a client.

We will meet in class once a week for 1.5 hours. I expect 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. The time you need for this work will vary individually, depending on your background, skills and prior experience with the material. If you have questions, please reach out.

Delivery format

This course will be delivered in a blended format. You are required to attend face-to-face sessions on campus and complete course work outside of class time, including asynchronous online activities.

EVALUATION

Leadership and engagement	10%
Assignments	65%
Final reflection	25%
Total	100%

Leadership & Engagement: Active participation in this course is required for everyone to have a positive learning experience. You are expected to show up, work hard, and participate fully. You are also expected to interact with knowledge holders, fellow classmates, and me in a positive, respectful and reciprocal manner, honouring the procedures, protocols and ways of expressing and embodying knowledge.

Assignments:

Assignments may include:

- Working through case studies, writing reports, and presenting
- Short assignments completed in class
- In groups, working with a local organization to respond to questions and provide recommendations 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)

AI Policy:

You are strongly discouraged from using AI tools in this course. Critical thinking is a core learning outcome

and developing independent critical thinking and problem-solving skills is central in your education. Should you choose to use AI in any form, you must be prepared to 'show your work.' Using AI without attribution is a violation of academic integrity. Any use of AI in assignments must be accompanied by a comprehensive statement explaining how and why AI was used to augment your own work, including a description of the AI tool used, prompts, how you verified the accuracy of the information, and citations. You may be asked to provide a version history or further rationale after you have submitted your assignment.

Late Policy:

Please ask for an extension for any reason before the assignment due date; I want to be flexible and work with you proactively. Assignments submitted late without requesting an extension will have 15% deducted and an automatic 7-day extension applied. Assignments handed in more than 7 days late will not be accepted.

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 in Moodle.

Using Moodle requires a computer and access to the Internet. Word processing and presentation software will be required to complete assignments.

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	Class Theme
1	Introduction
2	Professionalism and client introduction
3	Problem Definition PART I
4	Problem Definition PART II
5	Data Collection I
6	Data Collection II
7	Analyses/Findings/Diagnosis PART I
8	Analyses/Findings/Diagnosis PART II
9	Conclusion
10	Putting Report together
11	Pitch Your Solution
12	Develop Presentation
13	Student Presentation to Client Self-Reflection