



DOANE UNIVERSITY SYLLABUS

Course Title	Strategic Management/Executing Business Strategy
Course Number	BUS 496/BUS 498
Number of Credits	6
Course Dates	AUT1 2018 (August 13 to October 13) and WIN1 (October 15 to December 15)
Instructor	Pete Poppert
Email Address	Pete.Poppert@Doane.edu
Office Hours/Availability	Accessible by email, phone or text anytime
Phone Number	402-417-4329 Phone & texts
Textbook Information: (e.g. title, edition, publisher, ISBN)	Leadership and Self Deception , 2 nd Edition The Arbinger Institute ISBN 13: 978-1-57675-977-6 Publisher: Berrett-Koehler Publishers, Inc.
Additional Course Materials	GoVentureCEO simulation seat license (provided and required)
Course Description	BUS 496: An advanced examination of the development, implementation, and ongoing analysis of corporate strategy. This course combines the information from multiple business areas (e.g. accounting, economics, finance, management, and marketing) to establish cogent strategic directions for organizations. Using a computer simulation, students are exposed to the theoretical constructs of strategic management and learn how to apply those constructs in a controlled competitive environment. Upon successful completion of this course, students will be able to: 1) identify and comprehend complex, business strategy related issues and problems, 2) collect and use evidence to effectively analyze and resolve strategically relevant issues and problems, 3) develop strategic initiatives appropriate for their simulation company, 4) create sophisticated strategic plans, and 5) demonstrate enhanced critical thinking, communication, and teamwork skills.

	<p>BUS 498: Taking the information from BUS 496 and using a computer simulation, students function as the top management team for a large, international, manufacturing firm. This experiential process allows students to review the theoretical constructs of strategic management and learn how to apply those constructs in a controlled competitive environment. Students successfully completing this course should be able to 1) effectively analyze a firm's performance in a controlled environment, 2) complete accurate, detailed written analyses of industry movements and individual firm performance within that industry, and 3) understand how the various components of a competitive environment interact and what strategic directions to take based on those interactions.</p>
Program Outcomes	<p>a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions</p> <p>b. Gain knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the workplace</p> <p>c. Gain knowledge and understanding of the ethical and legal issues involved in marketing</p> <p>d. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>e. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p>
Course Learning Outcomes/Objectives	<p>BUS 496</p> <ol style="list-style-type: none"> 1) identify and comprehend complex, business strategy related issues and problems, 2) collect and use evidence to effectively analyze and resolve strategically relevant issues and problems, 3) develop strategic initiatives appropriate for their simulation company, 4) create sophisticated strategic plans, and 5) demonstrate enhanced critical thinking, communication, and teamwork skills. <p>BUS 498</p> <ol style="list-style-type: none"> 1) effectively analyze a firm's performance in a controlled environment, 2) complete accurate, detailed written analyses of industry movements and individual firm performance within that industry, and 3) understand how the various components of a competitive

	environment interact and what strategic directions to take based on those interactions.
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
1—8/13/18	Introduction to Senior Seminar	✓ TEXT: Chapters 1 - 5	✓ Text Assignment #1 ✓ Simulation Introductory quiz	By next class at 6:00 pm
2—8/20/18	GoVenture CEO Introduction—start practice round	✓ TEXT: Chapters 6 – 10 ✓ Practice Simulation Rounds 1-4	✓ Text Assignment #2	By next class at 6:00 pm
3—8/27/18	Writing an autobiography, marketing strategy and management strategy	✓ TEXT: Chapters 11 – 14 ✓ Autobiography ✓ Practice Simulation Rounds 5-8	✓ Text Assignment #3 ✓ Autobiography Outline ✓ Simulation Practice Round Evaluation ✓ Peer Evaluation #1	By next class at 6:00 pm
4—9/3/18	No Class—Labor Day	✓ TEXT: Chapters 15-19	✓ Text Assignment #4 ✓ Management Strategy ✓ Marketing Strategy	By next class at 6:00 pm
5—9/10/18	Keys to working as a team for best results. Professional guidance from guest speaker.	✓ TEXT: Chapters 20-24 ✓ Graded Simulation Rounds 1-2	✓ Text Assignment #5 ✓ Speaker Journal #1	By next class at 6:00 pm
6—9/17/18	Professional guidance from	✓ Graded Simulation	✓ Speaker Journal #2 ✓ Autobiography	By next class at 6:00 pm

	guest speaker. Simulation Strategy Discussion	Rounds 3-4	Rough Draft	
7—9/24/18	Professional guidance from guest speaker. Simulation Strategy Discussion	✓ Graded Simulation Rounds 5-6	✓ Speaker Journal #3 ✓ Peer Evaluation #2	By next class at 6:00 pm
8—10/1/18	Professional guidance from guest speaker. Simulation Strategy Discussion	✓ Graded Simulation Rounds 7-8	✓ Speaker Journal #4	By next class at 6:00 pm
9—10/8/18	Professional guidance from guest speaker. Simulation Strategy Discussion	✓ Graded Simulation Rounds 9-11	✓ Speaker Journal #5 ✓ Autobiography Final Draft	By next class at 6:00 pm
10—10/15/18	Professional guidance from guest speaker. Simulation Strategy Discussion	✓ Graded Simulation Rounds 12-14	✓ Speaker Journal #6 (optional)	By next class at 6:00 pm
11—10/29/18	Simulation Strategy Discussion	✓ Graded Simulation Rounds 15-16	✓ Portfolio Outline	By next class at 6:00 pm
12—11/5/18	How to create an effective Stockholder report and accompanying tables, charts and graphs.	✓ Work on Portfolio and Presentation	✓	By next class at 6:00 pm
13—11/12/18	How to deliver a polished presentation	✓ Work on Portfolio and Presentation	✓ Peer Evaluation #3	By next class at 6:00 pm
14—11/19/18	No class	✓ Finish Portfolio and finalize Presentation	✓ Portfolio Final (3 copies printed and delivered to Doane Receptionist)	By next class at 6:00 pm
15—11/26/18	No class	✓	✓ Presentation and Portfolio	

			submitted to Blackboard	
16—12/3/18	Final Presentations			

Grading Assessments

Type of Assessment	Points per Assessment	Total possible points (BUS 496 & BUS 498)	Points for BUS 496
Text Book Assignments	10 points	50 points	50 points
Guest Speaker Journal	20 points	100 points	40 points
Peer Evaluations	40 points	120 points	40 points
Autobiography <ul style="list-style-type: none"> - Outline - Rough Draft - Final Copy 	10 points 40 points 20 points	70 points	50 points
Simulation <ul style="list-style-type: none"> - Introductory Quiz - Practice Round Evaluation Test - Strategy Tracking/Results 	20 points 50 points 80 points	150 points	70 points
Portfolio <ul style="list-style-type: none"> - Outline - Letters to Stockholders - Marketing Strategy - Management Strategy - Tables, charts and graphs - Autobiography appearance 	10 points 50 points 30 points 30 points 20 points 20 points	160 points	60 points
Presentation <ul style="list-style-type: none"> - Autobiography - Simulation Discussion - Professionalism 	50 points 50 points 50 points	150 points	0 points
Point Totals		800 Points	310 points

Grade Scale

%	Letter	BUS 496 & BUS 498 Points	BUS 496 Points only
97%	A+	776	301
93%	A	744	288
90%	A-	720	279
87%	B+	696	270

83%	B	664	257
80%	B-	640	248
77%	C+	616	239
73%	C	584	226
70%	C-	560	217
67%	D+	536	208
63%	D	504	195
60%	D-	480	186
0%	F	776	301

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>Students must notify the instructor by 4:00 the day of class to be considered excused.</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
Late Work	<p>The student must inform and get permission for late quizzes and assignments. Failure to notify the instructor will result in a 10% reduction in points available.</p>
Submitting Assignments	<p>All assignments, quizzes and projects must be submitted via Blackboard. No email or in class submissions will be allowed.</p>
Communication Policy including Assignment Feedback	<p>All assignments will be graded before the next class meets.</p>
Academic Integrity Policy	<p>New Academic Integrity Policy to be released AUTM 2018</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at chris.brady@doane.edu or</p>

	402-467-9031 for assistance.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.