



# DOANE UNIVERSITY SYLLABUS

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| <b>Course Title</b>   | Strategic Management/Executing Business Strategy  |
| <b>Course Number</b>  | BUS 496/BUS 498   |
| <b>Number of Credits</b>  | 6   |
| <b>Course Dates</b>   | 1/13/20 - 5/4/20  |
| <b>Instructor</b>   | Pete Poppert  |
| <b>Email Address</b>  | Pete.Poppert@Doane.edu  |
| <b>Office Hours/Availability</b>  | Accessible by email, phone or text anytime  |
| <b>Phone Number</b>   | 402-417-4329 Phone & texts  |
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| <b>Textbook Information:<br/>(e.g. title, edition,<br/>publisher, ISBN)</b> | <b>Leadership and Self Deception</b> , 2 <sup>nd</sup> Edition<br>The Arbinger Institute<br>ISBN 13: 978-1-57675-977-6<br>Publisher: Berrett-Koehler Publishers, Inc.   |
| <b>Additional Course Materials</b>  | GoVentureCEO simulation seat license (provided and required)  |
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| <b>Course Description</b>   | <b>BUS 496:</b> 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. |

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|  | <p><b>BUS 498:</b> 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> |
| <b>Program Outcomes</b>                    | <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>                                       |
| <b>Course Learning Outcomes/Objectives</b> | <p><b>BUS 496</b></p> <ol style="list-style-type: none"> <li>1) identify and comprehend complex, business strategy related issues and problems,</li> <li>2) collect and use evidence to effectively analyze and resolve strategically relevant issues and problems,</li> <li>3) develop strategic initiatives appropriate for their simulation company,</li> <li>4) create sophisticated strategic plans, and</li> <li>5) demonstrate enhanced critical thinking, communication, and teamwork skills.</li> </ol> <p><b>BUS 498</b></p> <ol style="list-style-type: none"> <li>1) effectively analyze a firm's performance in a controlled environment,</li> <li>2) complete accurate, detailed written analyses of industry movements and individual firm performance within that industry, and</li> </ol> |

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|                                | 3) understand how the various components of a competitive environment interact and what strategic directions to take based on those interactions. |
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| <b>Technology Requirements</b> | <a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>                     |

## Course Schedule

| Week or Module | Topic   | Content   | Assessments Matched to Learning Outcomes   | Due Date & Time           |
|----------------|---|---|--|---------------------------|
| 1—1/13/20      | Introduction to Senior Seminar  | ✓ TEXT: Chapters 1 - 6  | ✓ Text Assignment #1<br>✓ Simulation Introductory quiz   | By next class at Midnight |
| 2—1/20/20      | GoVenture CEO Introduction—start practice round                                       | ✓ TEXT: Chapters 7 – 11<br>✓ Practice Simulation Rounds 1-2             | ✓ Text Assignment #2   | By next class at Midnight |
| 3—1/27/19      | Simulation discussion—review reports  | ✓ TEXT: Chapters 12 – 14<br>✓ Practice Simulation Rounds 3, 4 & 5       | ✓ Text Assignment #3<br>✓ Autobiography Outline<br>✓ Rough Draft Management Strategy<br>✓ Rough Draft Marketing Strategy | By next class at Midnight |
| 4—2/3/19       | Writing an autobiography, marketing strategy and management strategy                  | ✓ TEXT: Chapters 15-19<br>✓ Practice Simulation Rounds 6, 7, & 8        | ✓ Text Assignment #4<br>✓ Simulation Practice Round Competency Quiz  | By next class at Midnight |
| 5—2/10/19      | Keys to working as a team for best results. Professional guidance from guest speaker. | ✓ TEXT: Chapters 20-24<br>✓ Work on Marketing and Management Strategies | ✓ Text Assignment #5<br>✓ Speaker Journal #1<br>✓ Management Strategy<br>✓ Marketing Strategy                            | By next class at Midnight |
| 6—2/17/19      | Professional guidance from guest speaker.<br><br>Simulation Strategy Discussion       | ✓ Graded Simulation Rounds 1-2  | ✓ Speaker Journal #2<br>✓ Autobiography Rough Draft  | By next class at Midnight |
| 7—2/24/19      | Professional guidance from guest speaker.   | ✓ Graded Simulation Rounds 3-4  | ✓ Speaker Journal #3   | By next class at Midnight |

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| 8—3/2/19   | Professional guidance from guest speaker.   | ✓ Graded Simulation Rounds 5-6   | ✓ Speaker Journal #4   | By next class at Midnight |
| 9—3/9/19   | Professional guidance from guest speaker.   | ✓ Graded Simulation Rounds 7-8   | ✓ Speaker Journal #5<br>✓  | By next class at Midnight |
| 10—3/16/19 | Professional guidance from guest speaker.   | ✓ Graded Simulation Rounds 9-10  | ✓ Speaker Journal #6 (optional)  | By next class at Midnight |
| 11—3/23/19 | Professional guidance from guest speaker.   | ✓ Graded Simulation Rounds 11-13   | ✓ Speaker Journal #7 (optional)  | By next class at Midnight |
| 12—3/30/19 | How to create an effective Stockholder report and accompanying tables, charts and graphs. | ✓ Graded Simulation Rounds 14-16<br>✓ Work on Portfolio and Presentation | ✓  | By next class at Midnight |
| 13—4/6/19  | How to deliver a polished presentation  | ✓ Work on Portfolio and Presentation                                     | ✓ Peer Evaluation #3   | By next class at Midnight |
| 14—4/13/19 | Optional Class  | ✓ Finish Portfolio and finalize Presentation                             | ✓ Portfolio Final (3 copies printed and delivered to Doane Receptionist) | By next class at Midnight |
| 15—4/20/19 | Final Presentations   |  | ✓ Presentation and Portfolio submitted to Blackboard                     | By next class at Midnight |
| 16—4/27/19 | Final Presentations   |  |  |                           |
| 17—4/29/19 | Final Grades Due @ 8:00 am  |  |  |                           |
| 5/9/19     | Graduation  |  |  |                           |

## Grading Assessments

| Type of Assessment                    | Points per Assessment | Total possible points (BUS 496 & BUS 498) | Points for BUS 496 |
|---------------------------------------|-----------------------|---|--------------------|
| Text Book Assignments – 5 @ 20 points | 100 points            | 100 points                                | 100 points         |
| Guest Speaker Journal – 5 @ 20 points | 100 points            | 100 points                                | 40 points          |
| Peer Evaluations                      | 40 points             | 40 points                                 |                    |
| Autobiography - Rough Draft           | 100 points            | 100 points                                | 100 points         |
| Simulation                            |                       | 250 points                                | 150 points         |
| - Introductory Quiz                   | 50 points             |   |                    |
| - Practice Round Evaluation Test      | 100 points            |   |                    |
| - Strategy Tracking/Results           | 100 points            |   |                    |
| Portfolio                             |                       | 270 points                                | 80 points          |
| - Letters to Stockholders             | 30 points             |   |                    |
| - Marketing Strategy                  |                       |   |                    |
| o Rough Draft                         | 40 points             |   |                    |
| o Final Portfolio version             | 40 points             |   |                    |
| - Management Strategy                 |                       |   |                    |
| o Rough Draft                         | 40 points             |   |                    |
| o Final Portfolio version             | 40 points             |   |                    |
| - Individual Effort                   | 50 points             |   |                    |
| - Autobiography Final Draft           | 30 points             |   |                    |

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| Presentation<br>- Simulation Discussion<br>- Individual Effort<br>- Team Effort<br>- Autobiography Presentation<br>- | 70 points<br>70 points<br>70 points<br>30 points | 240 points  | 0 points   |
| Point Totals   |  | 1100 Points | 470 points |

#### Grade Scale

| %   | Letter | BUS 496<br>& BUS<br>498<br>Points | BUS 496<br>Points<br>only |
|-----|--------|-----------------------------------|---------------------------|
| 90% | A      | 990                               | 423                       |
| 80% | B      | 880                               | 376                       |
| 70% | C      | 770                               | 329                       |
| 60% | D      | 660                               | 282                       |
| 0%  | F      | 0                                 | 0                         |

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| 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>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> <li>1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise."</li> <li>2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."</li> <li>3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.</li> <li>4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.</li> </ol> |



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|                        | <p>Gehring, D., Nuss, E.M., &amp; Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</p> <p>For more information on the sanctions for academic dishonesty, please visit the website:</p> <p><a href="http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty">http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty</a></p>  |
| Academic Support       | <p>Please contact <a href="mailto:academicsupport@doane.edu">academicsupport@doane.edu</a></p> <p><a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>  |
| Disability Services    | <p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a></p> <p>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.</p>  |
| Military Services      | <p><a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a></p>   |
| Anti-Harassment Policy | <p><a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a></p>   |
| Grade Appeal Process   | <p><a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a></p>   |
| Credit Hour Definition | <p>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.</p> |
| Syllabus Changes       | <p>Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.</p>   |

