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Course Overview

Course Title	(Sr Sem I) Strategic Management
Course and Section Number	BUS-496-1
Number of Credits	3 Semester Credits
Term	22/AUTM
Course/Section Dates	08/22/2022 – 10/15/2022
Meeting Time	Class meets on Monday's at 6:00PM CDT
Instructor	Charlena Miller
Doane Email Address	charlena.miller@doane.edu
Textbook Information: (e.g. title, edition, publisher, ISBN)	Book information will be available soon. Doane Bookstore: https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials
Additional Course Materials	
Course Description	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)



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demonstrate enhanced critical thinking, communication, and teamwork skills.

Foundational Area of Knowledge

Course Learning Outcomes/Objectives

LO 1 - Identify and comprehend complex, business strategy related issues and problems
LO 2 - Collect and use evidence to effectively analyze and resolve strategically relevant issues and problems
LO 3 - Develop strategic initiatives appropriate for their simulation company
LO 4 - Create sophisticated strategic plans
LO 5 - Demonstrate enhanced critical thinking, communication, and teamwork skills.

Technology Requirements

For the successful use of Canvas please refer to Doane University's [minimum computer requirements](#). This may also include:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Word processing software -Microsoft or Google Docs
- Webcam and mic

Syllabus Addendum

[Addendum](#) includes information regarding:

- Academic Support
- Military Friendliness & Services
- Study Time
- Credit Hour Definition
- Catalog and Policies

Technological Support

If you are in need of technical assistance, please contact the help desk at 402-826-8411 or by email at helpdesk@doane.edu.

Learning Management System

Canvas: <https://doane.instructure.com>

Campus Network or Canvas Outage

When access to Canvas is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).