

DOANE UNIVERSITY
Winter I 2016
BUS 607
Strategic Management

Instructor: Dr. Ted Hill

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Office Hours: Before and after class or by appointment

Course Description: An exploration of the concepts of strategy and strategic management. The course focuses on the impact of organizational design, internal and external environments, organizational policy, and strategic planning on the overall functioning of the organization. Strategic management is a way of viewing an organization in time, exploring the past present and future as a continuum. There is also an emphasis on the linkages between organizational functions.

Texts: The Strategist: Be the Leader Your Business Needs, Montgomery, ISBN 0062071017

HBR's 10 Must Reads on Strategy, Harvard Business Review, ISBN 1422157989

Course Requirements:	Mid-Term Exam	30%
	Final Exam	30%
	Presentation	30%
	Class Contribution	10%

The details of course grading will be discussed on the first day of class. Exams will consist of short essay questions. The presentation will also be fully explained on the first day of class. Class contribution will be critical to the success of this course. Each of us will have experiences that can be of great benefit to the entire class, and you will be expected to share them. Please read the assigned material prior to each class. You should also keep abreast of major business news. These topics will frequently be discussed during class.

Course Objectives:

- Understand the nature of strategic management
- Understand mission and vision statements and the ways in which they should guide organizational activities.
- Understand tactical plans versus strategic plans and why they are both critical to success
- Understand constituency management and the internal environment
- Understand constituency management and the external environment
- Explore the nature of power and politics
- Explore the differences and similarities between management and leadership
- Understand the nature of organizational structures and the linkages between structure and mission
- Understand the ways in which organizational culture develops and the impact of culture on employees

Proposed Schedule of Events, class meetings Weeks One, Three, Five, & Seven:

<u>Week</u>	<u>Topic</u>	<u>Assignments TBD</u>
One	Introduction	HBR Ch. 1, 2
Two	Mission Statements	HBR 3; Mont. 4
Three	Managing Constituents, Internal	HBR 4, 5
Four	Managing Constituents, External Mid-Term Assigned	HBR 1, 2
Five	Mid-Term Exam Due Culture and Strategy	HBR 7, 8
Six	Strategic Leadership	Mont. 1, 2
Seven	Execution Presentations	HBR 6
Eight	Wrap-up Final Exam Assigned	
Nine	Final Exam Submission Due	