



# DOANE UNIVERSITY SYLLABUS

<b>Course Title</b>	Strategic Management
<b>Course Number</b>	BUS 607
<b>Number of Credits</b>	3
<b>Course Dates</b>	WIN I 18 (October 16 <sup>th</sup> to December 4 <sup>th</sup> , 2018)
<b>Instructor</b>	Steve Rathman
<b>Email Address</b>	steven.rathman@doane.edu
<b>Office Hours/Availability</b>	Available 30 minutes prior to class start time. To schedule an appointment outside of this time please text or call for appointment.
<b>Phone Number</b>	308-380-1092 (call or text)
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	Collins, J.C., & Porras, J.I. (2002). Built to last: Successful habits of visionary companies. New York: Harper Business Essentials. ISBN # 9780060566104.
<b>Additional Course Materials</b>	Presentation materials will be provided as part of the class.
<b>Course Description</b>	An exploration of the concepts of strategic management. This course focuses on the impact of organizational design, internal and external environments, organizational policy, strategic leadership, and strategic planning on the overall functioning of the organization. Participants will apply components of a strategic management process to lead change in organizations.
<b>Program Outcomes</b>	<p>Graduates will analyze and apply prominent theories of leadership when addressing organizational issues and problems</p> <p>Graduates will be able to communicate and critique complex strategies, verbally and in writing</p> <p>Graduates will reflect on their own skill and abilities as leaders and apply abilities personally and professionally</p>

<b>Course Learning Outcomes/Objectives</b>	<ul style="list-style-type: none"> <li>• Apply an understanding of the major components of the strategic management process.</li> <li>• Identify the components of leading organizations in times of change.</li> <li>• Judge the integration of leadership and planning in the strategic management process</li> <li>• Reflect on ones personal strategic management leadership skills.</li> <li>• Apply strategic management leadership skills to real-life situations.</li> </ul>
<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	Learning Outcomes
1 10-16-18	What is strategic management?	Course Syllabus and Schedule  Read: Chapters 1, 2, and Interlude	1. Self Introduction 2. The Best of the Best	1. 1 2. 1,2,3
2 10-23-18	Role of mission, vision & beliefs	Read: Chapters 3 & 4	1. Strategic Plan 2. Class Participation	1. 1, 2, 3, & 5 2. 1,2,3,4,& 5
3 10-30-18	Turning purpose into reality; organizational culture and the role of leadership	Read: Chapters 5 & 6	1.Strategy Formulation	1. 1,2,3,4, & 5
4 11-6-18	Environmental Scanning and Social Responsibility	Chapter 7	1. Class Presentations	1. 1,2,3,4, & 5
5 11-13-18	Strategy Formulation: Analysis and Implementation	Read: Chapter 8 & 11	1. Class presentations	1. 1,2,3,4, & 5
6 11-20-18	Practical Application	Movie: Jerry Maguire	1. Film Study Paper	1. 1,2,3,4, & 5

7 11-27-18	Strategic Leadership	Chapter 9	1. Class Presentations	1. 2 & 3
8 12-4-18	Sustainability	Chapter 11	1. Class Presentations	1. 1,2, & 3

### Term Assignments:

**In class discussions & activities:** Prior to each class you will have a reading assignment. We will spend the first part of class discussing the reading. You are expected to engage in the discussion. In addition, there will be in class activities assigned by the instructor. You are expected to be prepared for and to engage in the class activities.

**Film Study Paper:** Films are an excellent way to analyze the topics being studied because they allow for the practical application of the material. We will watch one full length film during the term and you are required to write an analytical paper about what you see in the movie as it relates to strategic management. The purpose of this paper is for you to learn to apply the course ideas to the world around you. Your paper should contain core concepts or ideas from the course.

**Strategic Management Plan:** Using an organization in which you are currently working or an organization that you are familiar with, develop a strategic management plan with the following components. 1) Who Are We? Purpose, Mission, Values 2) Where are we now? Environmental Scan 3) How will we get there? Strategic Goal (these components will be explained in greater detail throughout the course):

**Internet Research Project and Presentation:** During the course of the term you will be assigned a company that you will conduct internet research on in order to learn the concepts of the class have been incorporated and how the company success and/or failures can be directly attributed to these concepts. Students will complete a written paper on their findings, and present their findings to the entire class.

### Grading Assessments

Type of Assessment	Points	Total possible points
Class Discussion & Participation	5	40
Film Study	60	60
Strategic Management Plan	100	100
Internet Research Project & Presentation	70/30	100
		<b>Total: 300 Points</b>

## Grade Scale

A=93%-100% A-=90%-92% B+= 88%-89% B= 83%-87% B-=80%-82% C= 70-80% D= 60-70% F= 59% or below

<b>Participation Policy</b>	<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 are required to complete all assignments on time. Response engagement is included in each assignment. If students do not attend class, they cannot respond to classmates in class discussion. This lack of engagement will impact students' grades.</p>
<b>Study Time</b>	<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>
<b>Late Work</b>	<p>All assignments are expected to be turned in by the stated time. Any extensions will be approved at the discretion of the instructor. Failure to make arrangement prior to the due date may result in points being deducted from the assignment, including up to no points awarded for the particular assignment.</p>
<b>Submitting Assignments</b>	<p>In-Class or via Doane email</p>
<b>Communication Policy including Assignment Feedback</b>	<p>The syllabus contains my email and cell phone number. I typically respond to any inquires as soon as possible. If you do not receive a response within 24 hours, please try again. Assignments are graded on a weekly basis and will be returned the following class period.</p>
<b>Academic Integrity Policy</b>	<p>The Doane Academic Integrity Policy, updated in AUTM 2018, will be followed in this course.</p>
<b>Academic Support</b>	<p>Please contact academicsupport@doane.edu <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>
<b>Disability Services</b>	<p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a> 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 <a href="mailto:chris.brady@doane.edu">chris.brady@doane.edu</a> or 402-467-9031 for assistance.</p>
<b>Military Services</b>	<p><a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a></p>
<b>Anti-Harassment Policy</b>	<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>
<b>Grade Appeal Process</b>	<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>
<b>Credit Hour Definition</b>	<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</p>

	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.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.