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## Course Overview

<b>Course Title</b>	(Sr Sem I) Strategic Management
<b>Course and Section Number</b>	BUS-496-ONL
<b>Number of Credits</b>	3 Semester Credits
<b>Term</b>	21/AUTM
<b>Course/Section Dates</b>	08/16/2021 – 10/09/2021
<b>Meeting Time</b>	Class meets online via Canvas
<b>Instructor</b>	Staff
<b>Doane Email Address</b>	
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	<u>Book will be updated in the bookstore soon.</u>  Doane Bookstore: <a href="https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials">https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials</a>
<b>Additional Course Materials</b>	GoVentureCEO simulation seat license (provided and required)
<b>Course Description</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,



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3) develop strategic initiatives appropriate for their simulation company, 4) create sophisticated strategic plans, and 5) 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

[www.doane.edu/syllabus](http://www.doane.edu/syllabus) 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](mailto:helpdesk@doane.edu).

### Learning Management System

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



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**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).