



DOANE
UNIVERSITY

Course Overview

Course Title	(Sr Sem I) Strategic Management
Course and Section Number	BUS-496-ONL
Number of Credits	3 Semester Credits
Term	22/AUTM
Course/Section Dates	08/22/2022 – 10/15/2022
Meeting Time	Class meets online via Canvas
Instructor	Michael Horn
Doane Email Address	michael.horn@doane.edu
Textbook Information: (e.g. title, edition, publisher, ISBN)	<p>Leadership and Self Deception, 3rd Edition The Arbinger Institute ISBN 13: 9781523097807 Publisher: Berrett-Koehler Publishers, Inc.</p> <p>Beyond Feelings: A Guide to Critical Thinking Vincent Ryan Ruggiero ISBN 13: 9780078038181 Publisher: McGraw-Hill</p> <p>Doane Bookstore: https://www.bkstr.com/doaneuniversitystore/shop/textbooks-and-course-materials</p>
Additional Course Materials	GoVentureCEO simulation seat license (provided and required)
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) 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.



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**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).