BUS 607 Strategic Management
Doane College

INSTRUCTOR: Colleen Haack, 402.891.6605 office or 402.250.3505 cell; colleen.haack@doane.edu

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.

TEXTBOOKS:


GRADING: Final Exam 50% Project 40% Class Contribution 10%

Your experience is important and therefore, class contribution is vital to the success of this course. You are expected to share and contribute. Exams will be a combination of short answer and short essay questions. The project will be explained in detail during class. Please read the assigned material prior to each class.

Course Objectives:

After completing the course you will be able to:

• Demonstrate a general understanding of the strategic management process
• Understand mission, vision and setting objectives
• Gain an understanding of evaluating internal and external resources and capabilities
• Analyze personal strategic management leadership skills
• Apply strategic management leadership skills to real-life situations
ATTENDANCE POLICY: This class will be highly experiential and participative. Therefore, class attendance is critical to the learning. Once the class begins, the ideal is to never miss a class, but we know that life sometimes gets in the way of our plans. If you must be, contact me to arrange to make-up the absence.

ACADEMIC INTEGRITY POLICY: In alignment with the Doane College Academic Policy, all projects should be representative of your own work. The use of others ideas and words without proper citation of the source is plagiarism. If you are in doubt about whether something constitutes plagiarism, please contact me. Failure to give proper credit to the source will result in an “F”. In addition, any other academic misconduct including cheating will result in an “F” for the course.

Schedule of Topics & Assignments:

A list of all assignments will be provided during the first session.