BUS 607 Strategic Management
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Course Description: An exploration of the concepts of strategy and strategic management. This
course focuses on the impact of organizational design, internal and external environments,
organizational policy and strategic planning on the overall functioning of the organization.

TEXTS:
Essentials of Strategic Management: The Quest for Competitive Advantage, 3rd ed., John E.
ISBN: 978-0-07-802928-8
The One Thing You Need To Know, Marcus Buckingham. Simon & Schuster, Inc., 2005.
ISBN: 0743261658

Learning Objectives:
1. Develop a general understanding of the strategic management process.
2. Develop a general understanding of mission, vision and setting objectives.
3. Develop a general understanding of evaluating internal and external resources and capabilities.
4. Develop a general understanding of strategy supportive corporate cultures.

COURSE ACTIVITIES:
This course will be conducted on the World Wide Web. Students will complete a total of four
assignments designed to meet the stated objectives of the course.

To enroll for the course, you must have an e-mail address and access to the Internet. Your
computer must have Microsoft Word.

IMPORTANT NOTE: You MUST use your Doane e-mail address for all communication for
this course. All assignments must be submitted from your Doane e-mail address.

For this course, students will complete a total of four (4) assignments. Each completed
assignment will be e-mailed to the instructor no later than the due date listed below. Upon
receipt of a completed assignment, the next assignment will be e-mailed to the student. Students
may submit assignments earlier than the due date.

The due dates for the assignments are as follows:
Assignment #1 due March 21st = 25 points
Assignment #2 due April 4th = 25 points
Assignment #3 due April 18th = 25 points
Assignment #4 due May 2nd = 25 points

GRADING SCALE:
100 – 95  = A
94 – 90  = A-
89 – 87  = B+
86 – 84  = B
83 – 80  = B-
79 – 77  = C+
76 – 74  = C
73 – 70  = C-
69 – 67  = D+
66 – 64  = D
63 – 60  = D-
59 & below = F
ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.