I. LEARNING OUTCOMES AND GOALS

Goal A: Develop a critical and in-depth understanding of theories and tools relating to planning, implementation, assessment, and evolution of strategy and of the contemporary strategic challenges facing business such as global competition, high uncertainty, technology, sustainability, and increasing social expectations.

Learning Outcomes:
A-1 Demonstrate ability to critically examine strategic theories and tools in various ways such as class discussions and group exercises
A-2 Demonstrate understanding of strategic challenges such as global competition and high uncertainty

Goal B: Apply strategy theories and tools in insightful and innovative ways to current situations.

Learning Outcomes:
B-1 Apply theories and tools in insightful and innovative ways by researching, analyzing, writing, and presenting strategic issues and recommendations for an organization
B-2 Apply strategy theories and tools by developing and supporting recommendations in case studies

Goal C: Develop distinctive perspectives about strategic issues in the student’s employer, profession, and industry.

Learning Outcomes:
C-1 Identify and critically analyze meaningful strategic issues in the student’s employer, professional, and industry
C-2 Develop strategies to address these issues combining experience-based insights, organizational information, and scholarly literature

Goal D: Communicate strategy recommendations professionally and persuasively.

Learning Outcomes:
D-1 Communicate professionally and persuasively in group and individual oral presentations
D-2 Communicate professionally and persuasively in written communications such as research papers, case study analyses, and discussion boards
II. ATTRIBUTES OR RATIONALE

There are many challenges facing organizations, including global competition, high uncertainty, technology, sustainability, and increasing social expectations. In order to survive and thrive in these dynamic times, it is necessary for organizations to develop, implement, assess, and evolve robust strategies. This course acquaints students with current strategic theories, tools, and best practices and provides students with opportunities to apply these to real case studies involving local companies. In addition, students will investigate scholarly literature and other sources of information to develop original solutions to specific strategic problems or opportunities in their companies, professions, or industries. Students will write formal papers on their research and recommendations and will also make persuasive presentations that are designed for relevant target audiences.