WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE NUMBER: MOL 8800  
COURSE TITLE: Crafting the Future

I. LEARNING OUTCOMES AND GOALS:

This course explores the dynamic world of Business Marketing. The course is organized into four goals/parts. Every effort will be made to meet or exceed the following instructional goals. However, the syllabus may have to be revised as the class progresses:

Goal A. To develop your ideas about the strategic planning function in the organization.  
Learning Outcomes:  
A-1 Understand the definition of strategy and its importance in the organization  
A-2 Describe the strategy formulation process  
A-3 Describe a process for evaluating strategic options

Goal B. To develop insight into the relationship of strategy and organizational performance.  
Learning Outcomes:  
B-1 Describe a conceptual framework that explains the complex links between strategy and an organization’s performance.  
B-2 Describe the relationship between the Balanced Scorecard and the organization’s long-term strategy.  
B-3 Examine other methods for measuring and evaluating the organization’s strategic performance

Goal C. To develop awareness of how to evaluate strategy options at the corporate level.  
Learning Outcomes:  
C-1 Describe the difference between business unit strategy and corporate strategy.  
C-2 Explain the decision-making process about shaping the portfolio of business a firm is engaged in.  
C-3 Explain how a firm creates value by making choices about how to manage the business portfolio.

Goal D. To examine the personal goals set at the beginning of the MSOL Program and to assess the alignment of those goals with where you are now in your organizational/personal life.  
Learning Outcomes:  
D-1 Demonstrate analytical skill in evaluating alignment, any lack of alignment, and planned corrective action.  
D-2 Create a personal mission statement that reflects the values that drive your goals.
RATIONALE:

Leaders in organizations are looked upon to provide the strategic direction for the organization. This requires them to have the ability to synthesize information from a variety of sources and to use that information to conceptualize a path to the future. Strategic thinking skills are increasingly becoming a core competency for leaders in organizations in the public and private sectors.