

Business Strategy

(Formerly Strategic Analysis)

ABOUT THIS COURSE

This course will provide an overview on how to formulate business strategy and put essential business management principles to work. The learner will see how planning and taking action over the long term can help realize business goals and objectives. The learner will examine topical case studies that cover a wide range of Canadian and international business situations and issues. Working from a general management perspective, the learner will gain practical and focused strategic-planning expertise, and then explore and integrate functional business activities such as production, finance and marketing.

LEARNING OUTCOMES

- Know how to organize, develop and apply a professional business strategy and plan.
- Understand corporate and functional theories of strategy, including their development and application.
- Acquire the skills and approaches essential to policy formulation and implementation.
- Identify how societal values and trends affect strategic policy.

APPROXIMATE COURSE HOURS

- 39 hours (in class or online)