Tools for Strategic Management
BUS 230
Preliminary Syllabus

Week 1 – Introduction to Strategic Thinking Tools, the benefits and the effectiveness that results from their usage. The Vision Statement Tool will be described in detail. Other tools will be introduced.

Week 2 – The High 5 and 2x2 tools will be discussed in detail. In addition, the relationship between these tools and the Vision Statement will be presented.

Week 3 – The Real-Win-Worth and Growth Development Tools will be presented. An overview of Business Plan construction will be described based on the tools introduced.

Week 4 – Additional tools will be presented to complete the “Tool Kit” concept. The “Right Tool for the Right Job” will provide for an approach to tool selection.

Week 5 – Demonstration of the linkage and synergy between tools will be provided. Student suggested tools will be integrated into the Tool Kit approach for completeness.

Breakout sessions will be used each day to allow students to put the tools to immediate use in their own situations. Paper presentations during class will be encouraged.

Course Take Away – a complete grasp of the tools that are provided. Students will be able to apply them immediately, with confidence and at a surprisingly high level of expertise. The key is that the tools are simple to understand yet have the capability to provide significant benefits and effectiveness.

Grades – factors for evaluation
Letter Grade – paper presented, class participation, attendance
Credit/No Credit – class participation, attendance
No Grade Requested – attendance