Course Title: Tools for Strategic Management
Course Code: BUS 230
Instructor: Ron Schilling

Tentative Weekly Outline:

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.

Grade Options and Requirements:

• No Grade Requested (NGR)
  o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
• Credit/No Credit (CR/NC)
  o Class participation, Attendance.
• Letter Grade (A, B, C, D, No Pass)
  o Paper presented, class participation, attendance

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.