

CONTINUING EDUCATION

COURSE OUTLINE – Strategic Planning

INSTRUCTOR: N/A

PHONE: 780-539-2975

OFFICE: M105

E-MAIL: ce@gprc.ab.ca

PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS: Course materials are supplied.

CALENDAR DESCRIPTION:

Boiled down to its simplest, strategy is basically about making choices. For corporations, strategic planning helps decide which product/service to sell, the right balance of labour (people) and capital (machines) to use in producing the product/service and where to physically locate among the hundreds if not thousands of strategic choices. Studying strategic planning is the combination of learning about various models which can assist you on how and why to make these strategic choices.

CONTACT HOURS: 10 hours

DELIVERY MODE(S): Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon completion of the course, you will receive an Acknowledgement of Course Completion certificate. This course is part of the Entrepreneurship Certificate Program. Upon completion of the necessary program requirements, you will receive a Program Certificate.

EVALUATIONS: Successful completion of a written Evaluation of Learning (minimum 70%).

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Continuous intake

COURSE CONTENT

Session 1: Defining Strategic Management & Strategy

- What is Strategic Management?
- Defining Strategy: The Five Ps

Session 2: Intended, Emergent, and Realized Strategies

Session 3: Identifying Our Values

- The Importance of Vision
- Mission Statements
- Pursuing the Vision and Mission Through SMART Goals

Session 4: The External Environment

- What is the Environment?
- Why Does the Environment Matter?

Session 5: Evaluating the General Environment

- The Elements of the General Environment: PESTEL Analysis

Session 6: Evaluating the Industry

- The Purpose of Five Forces Analysis
- The Rivalry Among Competitors in an Industry
- Industry Connection
- The Threat of Potential New Entrants to an Industry

- The Threat of Substitutes for an Industry's Offerings
- The Power of Suppliers to an Industry
- The Power of an Industry's Buyers
- The Limitations of Five Forces Analysis

Session 7: Resource-Based Theory

- Four Characteristics of Strategic Resources
- From Resources to Capabilities
- Is Resource-Based Theory Old News?
- The Marketing Mix

Session 8: Value Chain

- Elements of the Value Chain
- From the Value Chain to Best Value Supply Chains

Session 9: SWOT Analysis

Session 10: Selecting a Business Strategy

- The Nature of the Cost Leadership Strategy
- Advantages and Disadvantages of Cost Leadership

Session 11: Differentiation Strategy

- The Nature of the Differentiation Strategy
- Advantages and Disadvantages of Differentiation

Session 12: Focused Cost-Leadership and Focused Differentiation

- The Nature of the Focused Cost Leadership Strategy
- The Nature of the Focused Differentiation Strategy
- Advantages and Disadvantages of the Focused Strategies

Session 13: Stuck in the Middle

- Stuck in the Middle: Neither Inexpensive nor Differentiated
- Doing Everything Means Doing Nothing Well
- Getting Out-Maneuvered by Competitors