BUS 652 Strategic Planning

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Course Description: Strategic planning enables an organization to shape and guide its overall business objectives to achieve a preferred future. Rather than following rigid methodologies for strategic planning, I have found that organizations are more successful by engaging in “scenario-based planning.” In this course, participants will gain the knowledge needed to strategize, analyze, and converse strategically, leading to scenario development that guides strategic planning.


Course Objectives:
At the conclusion of the course, students will have acquired:
  • An understanding of scenario-based planning as a means of strategic planning
  • The ability to analyze existing and develop future organizational scenarios
  • The ability to effectively engage in strategic conversation
  • The ability to apply scenario-based planning in the creation of viable options for the organization

Assignments:
1) Read Textbook – Necessary to understand the strategic planning concepts
2) Participate in Classroom Assignments/Activities – 10% of grade
3) Complete a Business Analysis – 30% of grade
4) Develop Appropriate Business Scenarios – 30% of grade
5) Develop a Viable Option Plan – 30% of grade

These assignments will be described in greater detail as we go through the course. Staying up with the reading assignments is critical to understanding the strategic planning foundation upon which the assignments are based.

Assessment of Student Performance:
Student performance will be tied to the course outcomes and determined by the following criteria: 1) Successful completion of assignments, activities, and projects; and 2) Attendance and participation in all classroom activities. Grades of “A” or “B” will be determined by the quality and detail of the components of each assignment; any grade below a “B” will be considered an “incomplete” and the student will revise the assignments to meet the stated standards.

Class Schedule of Topics:
This schedule may vary based on the needs and interests of the students.
Session I – The History and Practicality of Scenario-Based Planning
Session II – Paradigms of Strategic Management
Session III - Strategizing
Session IV – Scenario Analysis
Session V – The Art of Strategic Conversation
Session VI – Competitive Positioning
Session VII – Scenario Development
Session VIII – Option Planning