

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.

Text: *Scenarios: The Art of Strategic Conversation (2nd Ed.)*, by Kees van der Heijden, Publisher: Wiley
ISBN-10: 0470023686

Course Outcomes:

- Develop and understanding of scenario-based planning as a means of strategic planning
- Ability to analyze existing organizational scenarios and develop future organizational scenarios
- Ability to effectively engage in strategic conversation
- Apply scenario-based planning in the creation of viable options for the organization.

Assignments:

- 1) Classroom Assignments/Activities
- 2) Read Textbook
- 3) Complete a Business Analysis
- 4) Develop Appropriate Business Scenarios
- 5) Develop a Viable Option Plan

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