

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: **Organizational Strategy and Policy Seminar**

COURSE NUMBER: **DBA 7100**

COURSE DESCRIPTION:

In order to survive and thrive in these dynamic times, it is necessary for organizations to develop, implement, assess, and evolve robust strategies. The course takes an international view of organizational strategy and policy in a world without borders and provides students with a general overview of the planning, strategy formulation, strategic thinking, strategy implementation, and evaluation processes. The course acquaints students with current strategic theories, tools and best practices and provides students with opportunities to apply these to real case studies involving global companies. Students will investigate scholarly literature and other sources of information to develop original solutions to specific strategic problems or opportunities in their companies, professions, or industries. Students will write formal papers on their research and recommendations and will be required to make persuasive presentations that are designed for relevant target audiences.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Develop a critical and in-depth understanding of theories and tools relating to planning, implementation, assessment, and evolution of strategy and of the contemporary strategic challenges facing business such as global competition, high uncertainty, technology, sustainability, and increasing social expectations.

Learning Objectives: The student will:

- A-1 Demonstrate ability to critically examine strategic theories and tools in various ways such as class discussions and group exercises.
- A-2 Demonstrate understanding of strategic challenges such as global competition and high uncertainty.

GOAL B:

Apply strategy theories and tools in insightful and innovative ways to current situations.

Learning Objectives: The student will:

- B-1 Apply theories and tools in insightful and innovative ways by researching, analyzing, writing, and presenting strategic issues and recommendations for an organization.

- B-2 Apply strategy theories and tools by developing and supporting recommendations in case studies.

GOAL C: