BUSN 6103
Markets, Strategy, & People

COURSE PREVIEW

Description

In this three-credit, 15-week online graduate course, perform strategic analyses of an organization’s market position relative to its competitors and customer needs. Analyze the present state of the market relative to its strategic vision, given the organization’s competitive advantage. Articulate goals and tactics that move the organization from today to tomorrow’s objectives. Develop highly effective teams to implement strategies and new products.

Projects

Project 1: Navigating Offshore Manufacturing – “Made in USA” Trade Winds
Assuming the role of Director of Manufacturing, interpret financial data to inform a strategic offshoring question. Evaluate operational capacity, financial ratios, and performance metrics over time to inform recommendations for improvement. Report results in a board setting.

Project 2: Navigating Offshore Manufacturing – Not Always Smooth Sailing
Research and assess the possible success or failure resulting from a switch to offshore manufacturing using SWOT and other strategic models. Develop a presentation outlining performance estimates given costs of materials and labor, inventory, sales, and other factors.

Project 3: Navigating Offshore Manufacturing – Adrift in Translation
Perform an executive-level analysis of an operational problem to establish new operating goals. Create a comprehensive strategic analysis report outlining challenges with disbursed production and make recommendations for improvement. Evaluate operational, financial and administrative records to determine specific actions the organization should take to improve performance.

Features

Live, online synchronous sessions with the instructor and professionals from various industries are scheduled every 2-3 weeks throughout the semester. These sessions are designed to cultivate your understanding of course concepts and guide your approach as you gain insights from others.

Outcomes

Completion of the course enables you to:

- Evaluate an organization’s market position through strategic, financial, and internal performance analyses
- Align and attribute offshore resources to achieve the organization’s established goals and vision
- Effectively communicate & facilitate achievement of goals with individuals, teams, and units
- Recommend evidence-based improvements to address observed challenges with production and performance

Technology

This course is offered through the RensselaerStudio, providing ease of access to all course technologies and software required, any time, anywhere. Synchronous sessions are held via Zoom.

Have questions about the course? Schedule a time to chat with Rensselaer