

## BU5702

### Strategy Implementation Course Outline

<b>Course Code</b>	BU5702
<b>Course Title</b>	Strategy Implementation
<b>Pre-requisites</b>	AB3601
<b>No of AUs</b>	3

#### A) Course Aims/Description

This course provides you with an understanding of the concepts of strategic implementation. Upon completion of this course, you will understand the link between strategy formulation and implementation, with an emphasis on learning how to (1) adapt formulated strategies in a volatile, uncertain, complex, and ambiguous external environment, (2) execute coherent strategies as the top management team of a for-profit firm, and (3) evaluate performance metrics that guide subsequent decision-making. This course takes an experiential approach that requires you to be an active participant in the learning process and to interact extensively within and between student teams.

#### B) Intended Learning Outcomes (ILO)/Objectives

By the end of this course, you should be able to:

1. Execute a series of cross-functional strategic decisions that are coherent and aligned with a formulated strategy for a for-profit firm;
2. Evaluate various performance metrics from a multiple stakeholder perspective;
3. Draw a link between executed decisions and the actual performance outcomes;
4. Adapt the formulated strategy to account for the external environment and performance feedback;
5. Work in a “cross-functional top management team” to achieve common performance targets;
6. Present your analyses with justification of your decisions and explanation of outcomes to stakeholders.

#### C) Course Content

Concepts and frameworks to execute and adapt strategic decisions, as well as to evaluate performance metrics.

#### D) Assessment

Component	Weightage
1. Quizzes	18%
2. Experiential process and performance outcomes	40%
3. Team presentation	20%

4. Reflection of experiential process and performance outcomes	10%
5. Class participation	12%
Total	100%

### E) Planned Weekly Schedule

Week	Topic*
1	Introduction  Formation of tentative simulation team  Concepts and frameworks to execute and adapt strategic decisions
2	Concepts and frameworks to execute and adapt strategic decisions  Quiz 1  Practice Simulation Round 1
3	Confirmation of simulation team  Concepts and frameworks to evaluate performance metrics  Practice Simulation Round 2
4	Quiz 2  Round 1 Simulation and Debrief
5	Round 2 Simulation and Debrief
6	Round 3 Simulation and Debrief
7	Round 4 Simulation and Debrief
8	Team presentation
9	Quiz 3  Round 5 Simulation and Debrief
10	Round 6 Simulation and Debrief
11	Round 7 Simulation and Debrief
12	Round 8 Simulation and Debrief
13	Team presentation

\* I may adjust the topics to improve the learning outcomes or to account for exigencies from the experiential process