MGT 564 Business Strategy

Term: Summer 2015

Credits: 4 quarter credits

Instructor: Kate Othus (othus@ohsu.edu)
Eric Schulz (OHSU email TBD)

Course meets online: June 29 – August 7, 2015

Face-to-Face Dates:
- Saturday 7/10/15 9am – 2pm CHH 3171/3181
- Saturday 8/1/15 9am – 2pm CHH 3171/3181

Required Materials:


The following Harvard Business Review articles will required. You may purchase the course pack here https://cb.hbsp.harvard.edu/cbmp/access/37180759, or online if you have access to an HBR subscription.


Additional readings will be supplied in Sakai.

Course Description

The strategic management and planning of health care functional units, clinics and hospitals in today's fast-changing technology intensive environments is extremely challenging. The class focuses on analyzing, planning, decision-making, formulation of strategy and its implementation in a world where "growing" today's organization into an essentially unknowable future is essential for long-term success. The course examines the major drivers towards change in the health care environment, approaches to empowering the consumer in health care management, and the changing value proposition for health care. Students examine potential scenarios for the future of health care, the potential major drivers, and the question of who the "customer" really is in health care.