

MGT 564 Business Planning & Strategy in Healthcare

Term: Summer 2019

Credits: 4 quarter credits

Instructor: Steve Kinder (kinder@ohsu.edu)

Course meets online: Monday, June 24 – Friday, August 2, 2019

Face-to-Face Dates: This course meets online only. There are no face-to-face meetings for this course.

Required Materials:

Zuckerman, Alan M. (2012) *Healthcare Strategic Planning*, Third Edition. Health Administration Press. ISBN-10: 156793434X. ISBN-13: 978-1-567934342. MSRP \$85.00 (prices vary by retailer).

A coursepack of required articles and case studies will be available online via the Harvard Business Education website with a link provided in the syllabus, for a purchase price of around \$25.00. If you need help purchasing the coursepack online, please contact Harvard Business Publishing at 800-545-7685.

Additional readings will be supplied in Sakai.

Course Description:

This course develops competency in (1) strategic thinking; (2) analyzing the role of planning and strategy in successful organizations; (3) applying tools for planning and strategic decisions; (4) evaluating and critiquing strategic plans and tactics; and (5) making strategic decisions in current areas of responsibility.