MGT 564 Business Strategy

Term: Summer 2016
Credits: 4 quarter credits
Instructor: Kate Othus (othus@ohsu.edu)
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Course meets online: Monday, June 27 – Friday, August 5, 2016
Face-to-Face Dates: Saturday 7/9/2016 8:00am – 12:00pm CHH 3171/3181
           Saturday 7/30/2016 TBD CDRC 3200
Required Materials:
Texts

Articles & Cases
The following articles are from the Harvard Business Review (HBR), and will be made available to purchase through the Harvard Business Education website. Approximate cost: $25.00. For those with access to an online HBR subscription, you can access these articles electronically.

- Reeves, M. (Sep 2012). Your Strategy Needs a Strategy
- Kaplan, R. (Jan 2008). Mastering the Management System

Additional readings will be supplied in Sakai.

Course Description:
The strategic management and planning of any organization in today's fast-changing, technology intensive healthcare environment is extremely challenging. This class will examine that challenge by using strategy and strategic thinking to drive decision making and organizational behavior. In particular, students will examine the use of a strategic framework to analyze data, formulate strategy, communicate strategy, and implement strategy in the healthcare environment. Students will practice using a strategic framework in case studies and their own lives as they develop strategies for healthcare organizations and a personal strategy for themselves.

Course Objectives:
Upon successful completion of this course, students will be better prepared to:

- Analyze data for the purpose of developing, communicating, and implementing strategy
• Formulate strategy using a strategic framework
• Communicate strategy verbally and in writing to internal and external stakeholders
• Implement strategy in the healthcare environment
• An emphasis will be placed on effective business writing and communication