**Unit 1: Module 1 - Module 1 Overview**

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| This module is designed to introduce you to core concepts related to defining organizational strategy and its role. Through your readings and assignments, you will examine why developing, articulating, and implementing a strategy is an essential part of organizational growth and change. This work builds on prior MBA course work and expands on the concepts of strategy and execution as fundamental drivers to frame pathways to business success.  This module will also reinforce prior learning from the MBA coursework and offer further introduction to the core concepts on strategic models and patterns. You will explore the importance of examining generic and historical models and patterns while simultaneously assessing the changing and sometimes turbulent economic environment when identifying a strategy and direction. You will also examine opportunities around formulating, designing, developing, implementing, and monitoring a diverse and flexible plan.  **Market Strategy versus Business Model**  Simply put, strategy is the plan and subsequent course of action to achieve organizational goals. It is often referred as the roadmap or blueprint that provides the logic for making a set of defined business choices. While strategy is a plan of action developed to meet a business goal or goals, a business model is a prescribed method used to secure, service, and retain customers. A model is often applied to help implement a given strategy.  For example, the leadership of Fleener, a clothing retail company has spent three weeks doing a strategic planning session for the upcoming year. After the vision, mission, goals, and objectives were laid out, the leadership team looked at the existing business model and looked at some industry and non-industry operational models to see if there were issues, forms, and forces to consider.  **Using the navigation on the left, please proceed to the next page.** |  | http://myeclassonline.com/ec/courses/AUO_files/LearnOutcomes_sidebar_AU.gif   * Synthesize a wide variety of economic, financial, and qualitative data to draw actionable managerial conclusions that convince others of your position and analytical conclusions. * Identify actions that effectively integrate the primary business disciplines cross functionally to move the organization toward its mission and strategic goals, while being consistent with professional standards, social norms, and corporate ethics. * Analyze a business situation as a team member or leader, assess the optimal leadership style, and communicate its organizational impact. * Analyze the complexity of ethical situations and corporate social responsibility and their impact on decision-making in business. |

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