**Unit 1: Module 1 - Overview of LASAs**

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| The strategy audit is a comprehensive analysis of the company’s business strategy and operating performance, and culminates in a series of recommendations for improving your company’s performance based on the findings and conclusions of your analysis. It involves assessing the actual direction of a business and comparing that course to the direction required to succeed in a changing environment. A company's actual direction is the sum of what it does and does not do, how well the organization is internally aligned to support the strategy, and how viable the strategy is when compared to external market, competitor, and financial realities. These two categories—the internal assessment and the external or environmental assessment—make up the major elements of a strategy audit.  Throughout this capstone course, you will work on a strategy audit for a selected organization. This will provide a summative learning experience that allows you to demonstrate your understanding of most of the MBA program learning outcomes and concepts in the various courses within the program. You will write this report as though you are a consultant to your selected company and are addressing the executive officers of this company. In each module, you will collect and analyze data in producing your report, but your final product will be condensed and focus on presenting your analysis findings and conclusions. You will submit two parts of a course project related to the strategy audit. You will submit these two parts in **Modules 3** and **5**.  Here is a list of tasks you will complete for your course project.  **M1: Assignment 3—Market Position Analysis:** You will assess the product portfolio of your selected organization by analyzing its value proposition, market position, and competitive advantage. You will identify the business unit of your company and the product(s) and service(s) you will focus on in this report. To gain a better understanding of these factors you will conduct at least one interview with a mid-level or senior manager.  **M2: Assignment 2—External Environmental Scan:** You will conduct a comprehensive external environment scan of your business unit along with a five forces analysis. Your analysis will incorporate any key customer-related factors and trends. You will use this information for a strengths, weaknesses, opportunities, and threats (SWOT) analysis in **Module 4**.  **M3: Assignment 2—LASA 1: Preliminary Strategy Audit:** This is where you submit the first part of your course project assignment. You will develop a preliminary strategy audit, in which you will include an analysis of the company’s value proposition, market position, competitive advantage, and an external environmental scan/five forces analysis. You will also identify the 5–7 most important strategic issues facing the organization or business unit and include a preliminary set of recommended tactics for improving your company’s strategic alignment and operating performance.  **M4: Assignment 2—Internal Environmental Scan/Organizational Assessment:** In this assignment, you will continue your SWOT analysis by conducting a comprehensive assessment of the internal environment of your business unit including factors such as mission, vision, values, strategy clarification, cultural assessment, and value chain analysis.  **M5: Assignment 2—LASA 2: Capstone Strategy Audit:** This is where you will submit the second part of your course project assignment. In this assignment, you will complete and submit the capstone strategy audit report and the accompanying PowerPoint presentation. You will provide a high-level analysis of the company’s business strategy and operating performance and recommend specific tactics for improving your company’s strategic alignment and operating performance. You will include an executive summary for your report and attach the sections completed throughout the course as appendices.  To get a head start on your course project, be sure to identify a suitable business unit before starting the assignments for **Module 1**.  Use the following parameters to help you identify your business unit:  **Research**  “Access” to information and “availability” of the contact(s)   * The organization should be accessible and local to where you live. * Meeting the concerned person for the interview and data collection will help you in your project. * You will need access to both company information and the contacts. In addition, select contacts that will be available for consultation in order to fulfill the assignment. Keep in mind that you may need to speak to them more than once. * In case you have only remote access to your selected organization, ensure timely access to collect all relevant information.   **Presentation**  The PowerPoint presentation that accompanies the strategy audit aligns with the following parameters:   * The PowerPoint presentation should be approached as though it is being given to the executive team at the company for which you will conduct the strategy audit. * The presentation should be very professional and polished with summarized material on the slides supported by charts, graphs, and visual aids. * Detailed explanatory information should be provided in the notes section available under each slide.   Take this opportunity to get started on your course project assignment:   * Review the course project instructions. * Identify an organization:   + Option 1: Review your current organization.   + Option 2: Identify an organization that you can have access to for the assignment, serving as a consultant providing a final product to assist them with a fresh, educated look at their strategy and operating performance. * Create a plan and timetable for how you will gather the information you will need for the strategy audit.   **Using the navigation on the left, please proceed to the next page.** |  |  |

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