



Applied Business Leadership & Strategy

The purpose of this module is to learn, develop, and apply the professional knowledge and soft skills associated with leadership, business fundamentals, business integration, and strategy in the workplace.

The module can be used for advanced academic leveling and for employee development. It is particularly suited for learners and employees who may not have a strong academic and/or experience in business.

This module is designed to serve as a survey of business disciplines, leadership, and strategy with an emphasis on business integration.

Outcomes

1. Apply concepts associated with business leadership, marketing, and macroeconomics.
2. Model time management within a business setting.
3. Evaluate the business environment relative to the global dimensions of business, organizational behavior, and human resource management.
4. Recognize operational opportunities and constraints.
5. Conduct business analysis with emphasis on operations/production management, qualitative analysis using statistics, and microeconomics.
6. Formulate strategic options and quantitative support for strategic options.
7. Know how to lead teams, manage conflict, and lead change.
8. Conduct hypothesis testing and follow-up.
9. Apply accounting, business finance, and business ethics concepts and principles.
10. Conduct feasibility and implementation analysis.
11. Apply interpersonal communication skills within a legally compliant business operation.
12. Communicate strategy to key stakeholders.
13. Explain business information management systems.
14. Explain business integration and perform strategic management.

Recommended Learners

Higher Education

- Advanced academic leveling for graduate students.
- Graduate-level business strategy course.

Business, Industry, Nonprofits, & Agencies

- New manager orientation to leadership, business operations, and strategy.



An example of a learner engagement event in the OneDay simulation. The OneDay simulation is used throughout this specific module to teach key soft skills and business strategy.

Applications and Best Practices

Higher Education

- ✓ Used for advanced academic leveling where the need is to teach business and leadership fundamentals with application in the workplace.

Business, Industry, Nonprofits, & Agencies

- ✓ Used to develop managers and executives on the integration of business areas in today's global operational environment.

Pricing
Module is Approximately 125-135 Learner Hours

1-100 Learners per Year
 \$395 per Learner

101-500 Learners per Year
 \$380 per Learner

500+ Learners per Year
 \$360 per Learner