

**Business Leadership, Operations, and Strategy**



This module develops the professional knowledge and soft skills necessary for understanding and applying business strategy, marketing, communications, leadership, and teamwork into a workplace environment.

Module instruction is conducted using a combination of online instruction and experiential simulation.

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

The learning hub for this module is OneDay, a multi-episode Interactive Learning eXperience (I-L-X) business simulation, that teaches learners about the concept of business strategy, communications, time management, critical thinking, and business decision-making. The learner will learn and understand the fundamentals associated with business ethics, communications, leadership, marketing, and strategy to successfully complete the simulation.

The simulation follows an employee of an airline company, Emma, who is an employee of North South Airlines. Through Emma, the simulation addresses a strategic issue for North South Airlines. Emma assesses her environment, gathers information along the way from various characters and other information sources, makes decisions, and then presents recommendations.

**Outcomes**

1. Apply concepts associated with business leadership and marketing.
2. Model time management within a business setting.
3. Evaluate the business environment.
4. Recognize operational opportunities and constraints.
5. Conduct business analysis with emphasis on operations management.
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 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.

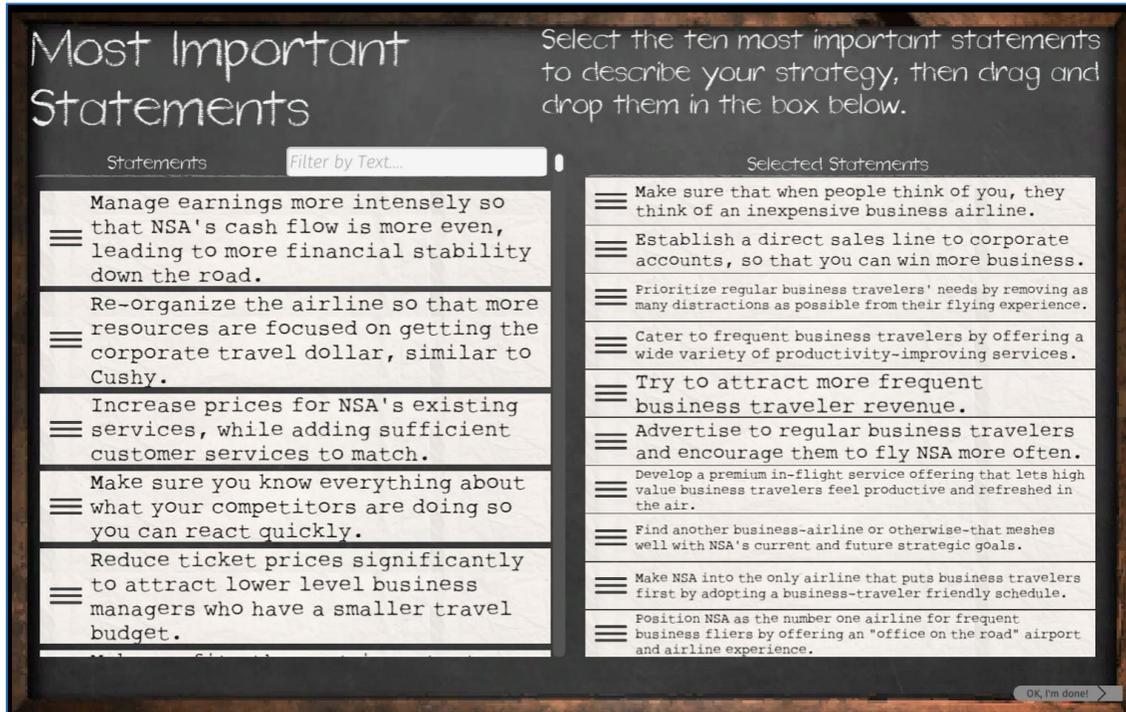
**Recommended Learners**

**Higher Education**

- Graduate-level business strategy and leadership course.

**Business, Industry, Nonprofits, & Agencies**

- Supervisor, manager, and junior executive 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 100-110 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