



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**BUS4310A Strategic Development and Implementation**  
**4 Semester Hours**

---

**Student Learning Outcomes & Enabling Objectives**

1. Evaluate the company's business strategy to gain competitive advantage and to improve performance
  - a. Assess the Mission, vision, and business strategy as used
  - b. Analyze the internal and external environment to use a competitive advantage to improve performance.
  - c. Use analytical tools, such as, but not limited to: SWOT analysis, value chain analysis, PESTEL, Competitive Five Force, and financial analysis
  - d. Use Corporate Social Responsibility as a framework for understanding business strategy ethics
  - e. Analyze the guidelines that determine when different types of strategies are used to gain a competitive advantage.
  - f. Explore strategies for companies that are involved in foreign markets.
  - g. Analyze the organizational structures and resources used within a business strategy
2. Develop a recommendation to support additional strategy initiatives
  - a. Develop Problem statement using
    - i. 5 Why analysis
    - ii. Root cause analysis
  - b. Select strategic alternatives
  - c. Prepare Workforce assessment and impact
  - d. Identify Financial implications
3. Create an implementation plan using lean thinking principle deliverables (Plan-Do-Check-Act)  
Develop the following:
  - a. Predicted tasks and timing
  - b. Expected and measurable outcomes
  - c. Countermeasures and Risk assessment
  - d. Team composition and Training
  - e. Project sale presentation to leaders

---

These SLOs are not approved for experiential credit.

**Effective: Fall 2019**