

AMEM05 BUSINESS STRATEGY SPECIALIZATION

UNIT-1 FOUNDATIONS OF BUSINESS STRATEGY

- 1.1 Develop your ability to think strategically, analyze the competitive environment, and recommend firm positioning and value creation.
- 1.2 In this course, developed at the Darden School of Business at the University of Virginia,
- 1.3 Top-ranked faculty will help you explore the underlying theory and frameworks that provide the foundations of a successful business strategy and provide the tools you need to understand that strategy:
- 1.4 SWOT, Competitor, Environmental, Five Forces, and Capabilities Analyses, as well as Strategy Maps.

UNIT-2 ADVANCED BUSINESS STRATEGY

- 2.1 Advance your strategic analysis skills in this follow-up to Foundations of Business Strategy. In this course, developed at the Darden School of Business at the University of Virginia,
- 2.2 You'll learn the tools to analyze strategy across time (competitive dynamics), industries (corporate strategy), geographies (international strategy), and institutions (non-market strategy).
- 2.3 Top-ranked faculty will introduce the tools you need to complete a comprehensive evaluation and understand the strategy dynamics of an industry:
- 2.4 Competitive Lifecycle, Internationalization and Stakeholder Analyses, and Diversification Matrices.

UNIT-3 BUSINESS GROWTH STRATEGY

- 3.1 Get the tools you need to analyze, evaluate and recommend specific actions organizations can take to grow their value and avoid common growth pitfalls. In this course,
- 3.2 Developed at the Darden School of Business at the University of Virginia and taught by top-ranked faculty, you will learn to determine how best to build value,
- 3.3 Whether by scaling existing markets, entering established markets or creating new markets through innovation and acquisitions.

UNIT-4 STRATEGY PLANNING AND EXECUTION

- 4.1 Avoid the pitfalls of strategy planning and execution with the tools and skills from this course.
- 4.2 In this course, developed at the Darden School of Business at the University of Virginia and taught by top-ranked faculty,
- 4.3 You'll learn the pillars of strategy execution--analysis, formulation, and implementation--and how to use the 4A model to effectively approach strategy execution.
- 4.4 Finally, a panel of leaders from entrepreneurs, nonprofits, and industry, share their expertise gleaned from years of successful strategy planning and execution.

UNIT-5 BUSINESS STRATEGY IN PRACTICE (PROJECT-CENTERED COURSE)

- 5.1 A Capstone Project is an assignment designed specifically to apply and showcase the skills you learned in the Specialization.

- 5.2 To this end, the Business Strategy Capstone Project, a comprehensive Strategic Analysis, provides an opportunity for you to synthesize concepts and knowledge from the four prerequisite courses in the specialization.
- 5.3 In this course, developed at the Darden School of Business at the University of Virginia, you will be guided through your project by top-ranked faculty.
- 5.4 You may continue with the organization you selected for previous assignments or select a new organization for this project.
- 5.5 You will analyze the current state of the organization, strategic issues facing the organization, strategic paths the organization might pursue, make a recommendation of the best path for the organization to pursue, and write an Executive Summary.
- 5.6 Your finished project will serve as an artifact showcasing your ability to conduct research on/within an organization, select and apply the most appropriate analytical tools,
- 5.7 Build a well-supported case for a specific position, and effectively communicate key points with executive leadership.

Reference Books:

1. Michael Lenox, Senior Associate Dean and Chief Strategy Officer, University of Virginia
2. Scott Snell, E. Thayer Bigelow Research Professor in Business Administration, University of Virginia
3. Jared Harris, Samuel L. Slover Research Chair in Business Administration, University of Virginia.

