


STRATEGIC BUSINESS PLANNING

Course Introduction

Overview	<p>Participants apply “problem solving” techniques to complex and multi-faceted business situations that go deeper/wider than scenarios experienced in the essential level.</p> <p>Follows directly from both essential level strategy and essential level marketing courses, but includes more sophisticated business analysis, marketing and strategy concepts with goal of completing a market-oriented strategic business plan in a PC-based team simulation over last 6 weeks of course.</p> <ul style="list-style-type: none"> • 2 modules: Learning and application • Module One focuses on problem solving, strategy, marketing, finance • Module Two applies these concepts to real-world business simulation • Simulation manual, course textbook for strategy, marketing, finance • Teaches building business plan considering overall company situation
Topics	<p>MODULE 1: (5 sessions) <u>Basic Learning / Strategic Business Planning & Business Simulation</u> Teaches how to solve inter-connected business problems in complex business situations and how to build a strategic business plan. Cases: “Apple Inc.”, “Toyota”, “Matsushita Electric”, and Annual Report (Summaries): Sony Corporation & Nissan Motor</p> <p>MODULE 2: (5 sessions) <u>Application / Business Simulation and Building Strategic Business Plan</u> Applies Module 1 learning in a real world situation (StratSim simulation) covering all functional areas of a business. Teams make decisions through 6 simulation years, build/present new strategic business plan for future. Cases: “Gap”, “Renault-Nissan Alliance”, and “StratSim” simulation</p> <p>Tools utilized: Problem solving; Situation analysis (SWOT, vision/mission statements, 5-forces, value chain); Marketing (marketing strategy, segment, product life cycle, 4Ps); Finance (cash flow, breakeven, value creation)</p>
In-Class	<p>Interactive course combines short lectures with practical in-class activities / business cases, and ongoing PC simulation. Classes end with team projects</p>
Pre-Class	<p>3 or 4 hours per week preparation including assigned exercises, reading materials, answering pre-assigned questions, and working on PC simulation.</p>
Class Time	<p>Saturdays 10:00 – 12:40 *10 weekly sessions</p>
Instructor	<div data-bbox="373 1823 560 2036" data-label="Image"> </div> <p>Nigel Denscombe Denscombe Corporation http://www.denscombe.co.jp/2010/CEO_profile.html</p>

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Course Syllabus

Week1	<p>Course Overview / Problem solving basics Problem Solving & Strategic Business Planning TEAM PROJECT: Review Sony Corporation's 2005 (Revival) Business Plan *Team projects most weeks in final 60 minutes of class on day's topic</p>
Week2	<p>Strategic tools – Where now & Where to go / CASE STUDY Environmental analysis / SWOT-TOWS analyses & Vision / Mission Case HBS "<i>Apple Inc.</i>"</p>
Week3	<p>Strategy formulation & balanced scorecard/ CASE STUDY 5-forces industry analysis, classic strategies, value chain & stakeholders Case "<i>Apple Inc.</i>"</p>
Week4	<p>Marketing & Strategic business planning / CASE STUDY Consumer/product relationship, market segmentation, product life cycle, 4Ps Case <i>Toyota: Driving the Mainstream Market to Purchase Hybrid Vehicles</i></p>
Week5	<p>Finance & Strategic business planning / CASE STUDY Financial statements, cash flow analysis, value creation & biz planning Case "<i>Transformation of Matsushita Electric Co., Ltd.</i>"</p>
Week6	<p>Simulation - Putting it all together / Mid-term review SIMULATION – Team planning & Practice decision-making round SIMULATION – Year 1 – 1st round decisions</p>
Week7	<p>Simulation – Putting it all together / CASE STUDY SIMULATION – Year 2 – 2nd round decisions Case "<i>Gap, Inc.</i>"</p>
Week8	<p>Simulation – Putting it all together / CASE STUDY SIMULATION – Year 3 – 3rd round decisions SIMULATION – Year 4 – 4th round decisions Case "<i>The Renault-Nissan Alliance</i>"</p>
Week9	<p>Simulation / Strategic business plan – Preparation for presentation SIMULATION – Year 5 – 5th round decisions SIMULATION – Year 6 – 6th round decisions SIMULATION – Strategic business plan / Prepare presentation for Week 10</p>
Week10	<p>Simulation / Strategic business plan – Final presentation SIMULATION – Final team presentation on future strategic business plan *Business plan focused on simulation results and priorities for the future</p>
Instructor	<div style="display: flex; align-items: center;">  <div> <p>Nigel Denscombe Denscombe Corporation http://www.denscombe.co.jp/2010/CEO_profile.html</p> </div> </div>