



Applied Business Leadership and 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.

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

Learning 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. Conduct business analysis with emphasis on operations/production management, qualitative analysis using statistics, and microeconomics.
5. Formulate strategic options and quantitative support for strategic options.
6. Apply accounting, information management, business finance, and business ethics concepts and principles.
7. Conduct feasibility and implementation analysis.
8. Apply interpersonal communication skills within a legally compliant business operation.

Recommended Learners

- Advanced academic leveling for graduate students.
- Graduate-level business strategy course.
- For learners who are also seeking leadership training and further development of their own leadership style.
- For learners who want to gain in-depth knowledge and understanding on how to create a business strategy efficiently.



An example of a learner engagement event in the OneDay Strategy Simulation: An Interactive Learning Experience. This simulation is used throughout this specific module to teach key soft skills and business strategy.

Applications and Best Practices

- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies in business.
- ✓ Integrate into a course that teaches business principles to provide workplace application.
- ✓ Professional development for learners who strive to become managers and executives in today's global operational environment.
- ✓ Enhance business acumen and strategy skills.

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
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