Good strategy creation and execution are the key ingredients in a firm’s recipe for success. This course focuses on how managers can guide their hotels in the formulation, implementation, and evaluation of strategies. Our goal is to develop a mastery of the analytical tools to perform analyses of the industry and competitors. Attention is given to strategies for building competitive advantage and generating superior value for customers. Readings and lectures are essential to provide foundation. In addition, effective strategic decision making requires learning by active problem solving; hence, our emphasis will be on translating concepts into action through the case method.

Key Benefits:
Participants will improve skills in thinking strategically about the formulation and implementation of strategies to create value and competitive advantage.

- Understand key strategic-management concepts and ideas
- Learn from case analysis of various hospitality firms and application exercises
- Apply analytical tools to your own hotel to refine your own strategic direction and competitive positioning

Topics Include:
- The strategic-management process
- Strategic planning and thinking
- Analyzing the industry and key stakeholders
- Competitor analysis and strategic groups
- Developing competitive advantage and the value chain
- Understanding how to identify the key environmental influences that impact a firm and how to respond to these influences

Level B

Part of These Certifications: