SCENARIO PLANNING

Course Focus

The complexities of rapidly expanding technology and economic globalization make it necessary for organizations to develop tools for strategic analysis to ensure their ability to compete as an industry leader. Scenario planning is a powerful tool used by the most successful corporations for strategic analysis and decision making, enabling an organization to chart a course or optimize its resource allocation in complex situations when the future is uncertain. In this course, participants learn to evaluate an organization’s strategic position, competencies, and plans for expansion across a full range of potential future developments.

Who Should Take this Course?

This course is vital for senior management and other key leaders of organizations in virtually any industry as they face the responsibilities of guiding their organizations to success in uncertain times.

Course Topics

• Assess when scenario planning is appropriate.
• Collect and arrange the data necessary for planning a scenario.
• Assess your organization’s current competencies.
• Develop robust strategies for multiple scenarios.
• Develop early warning indicators to identify emerging scenarios.
• Identify new courses of action that will give your organization the greatest strategic advantage.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for an additional month following the instructional period.

Number of Hours to Complete Course: 8

This course is part of an online certificate:

- Certificate in Executive Leadership

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