STRATEGIC THINKING

Course Focus

Strategic thinking is defined as both a way of looking at the world—particularly at challenging situations—and as a way of applying a set of techniques for framing and solving problems. It takes different forms in different situations, and certain levels of strategic thinking are more efficient for various industries and corporate cultures. In this course, participants learn the four basic levels of strategic thinking under which an organization can operate, and the circumstances under which an organization must shift to a higher strategic level. At the completion of the course, participants will be able to prepare a competitive analysis of an organization, with recommendations for strategic development based on an industry analysis and an understanding of the organization’s history, culture, and current operations.

Who Should Take this Course?

This course is essential for all levels of managers, directors, and company officers who are responsible for making their organization a leader in its industry.

Course Topics

• Identify different levels of strategic thinking and determine which is optimal for their organization.
• Determine the factors that influence organizations to change their level of strategic thinking.
• Determine the core competencies and key success factors in an industry.
• Apply the concept of strategic intent and evaluate its appropriateness in a specific organization or industry.
• Prepare a competitive analysis of an organization.

Pricing & Registration

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

hotelschool.cornell.edu/execonline
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
- Certificate in Strategic Leadership for the Hospitality Professional

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