



Education within the reach of all
A Ministry of Calvary Chapel-Port-au-Prince
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Syllabus

Course Title

GENERAL POLICY AND BUSINESS STRATEGY

I. Professional Purpose of the Course and Knowledge to Acquire

- Understand the construction of a strategy and the diversity of strategies pursued by companies.
- Grasp the dynamics and developments that shape the field of strategic analysis.
- Master various strategic analysis frameworks (competitive and sectoral analysis, building competitive advantage, portfolio matrices...).

II. Activities Aimed by the Qualification

This course aims to understand the construction and adjustment of a company's strategy and to master the basic tools of strategic analysis, essential elements for understanding how a company operates.

III. Competencies Associated with Activities Aimed by the Qualification

- Analytical skills
- Reflective capacity
- Perspective-taking
- Creativity

IV. Competencies or Capacities That Will Be Evaluated

Analytical, synthesis, and conceptual understanding abilities, critical thinking, proficiency in applying studied concepts and tools to real cases.

V. Objectives

- Introduce the main concepts of General Policy and Business Strategy.
- Assimilate the process of strategic analysis.
- Master the basic tools of strategic analysis.

VI. Condensed Outline:

- Strategy: Definition
- Origins of Strategy
- Vision and Mission
- Values and Organizational Culture
- Strategic Segmentation
- Strategic Diagnosis
- Corporate Strategy
- Business Strategy

VII. Evaluation

- Assignments
- Midterm
- Final Examinations.