

Course Outline

DEN 305 Planning and Adjusting Business Strategies

In this course there are a series of learning elements for you to use:

1. Lecture Notes
2. Lecture Slides
3. Discussion/Thinking Questions
4. Exercise Examples
5. References

The lecture materials are grouped into learning modules by learning objective areas. To get the most out of the course, you should progress through the course in lecture number order.

1. Each set of Lecture Notes is about 3 to 5 pages long, so you can print them, and then use them as a guide to study the Lecture Slides.

2. Once you have completed the Lecture Slides and Notes, then, you may consider the discussion/thinking questions at the end of the Lecture Notes. Write your answers to the discussion/thinking questions to help clarify your understanding of the concepts. Please refer to the Lecture Slides and Notes to help you with the discussion/thinking questions.

3. The Exercise Examples apply the concepts and information from the Lecture Slides and Notes to typical situations that arise in technology based businesses. You may work the exercise example, referring back to the Lecture Slides and Notes. After you have given the Exercise Example enough effort and reflection, then compare your results to the model answer for the Exercise Example. Pay particular note to the areas where you have a difference between your work and the model answer. This is the area to review.

4. After you have completed the lectures and exercises in the module, you may consult the reference materials at the end of the module for further information about the subject matter.

5. The reference materials are provided for your continued learning as this course was developed independently of the EMCI examination materials. This course may contain material not on the examination and the examination may contain material not in this course.

6. If you follow this process, you should maximize your learning in this course. Good luck.

Learning Objectives -

At the conclusion of this program you will be able to:

1. Plan and implement new technology on a global basis
2. Obtain information on competitors
3. Apply technology assessment practices and techniques
4. Apply methods, synthesize information, interpret of results, and make recommendations
5. Communicate recommendations and action plans
6. Integrate product design and development methods
7. Apply system design tools and techniques
8. Perform life cycle engineering analysis
9. Apply life cycle engineering to system design of products and processes
10. Apply factors that influence product creation such as design for environment, design for maintenance, design for re-usability, design for service, design for disposal, and design for life cycle analysis (design for “X”)
11. Develop outsourcing and partnering resources
12. Formulate business and strategic plans
13. Establish outsourcing relationships
14. Establish partnering relationships
15. Understand change process dynamics
16. Understand factors that contributing to resistance to change
17. Implement change effectively in a group or team