

CORPORATE EDUCATION AND TRAINING CENTRE
COURSE OUTLINE



A Great Place to Learn.

PROGRAMME: EBS Making Strategies Work
DURATION: 11th January 2023 to 15th March 2023
DAY(S): Wednesday 5:30pm to 8:30pm
MODE: Part-Time
COMPONENT: EBS Heriot-Watt MBA
LECTURER: Wayne Homer
CAMPUS: Online

Contract Hours: 30
Actual Hours: 30

Revised 22nd September 2022

Lecture Number	Lecture Day & Date		Time	Hrs	Cum Hrs	Lecture Topic (s)	No./ Type of Session	Important Concepts/ Ideas to know/Learning Outcomes	Expected Reading	Items Due For Next Class
1	Wed	11-Jan-2023	5:30pm-8:30pm	3.0	3.00	Introduction to Course -AdobeConnect Environment -Moodle (SBCS E-learning) -Independent Learner Activities -Past Assignment Review -Course Overview and Outline	Lt/T	Challenges in Strategy Implementation, Structure of the course.	Module 1	Read Module 2 and prepare for a discussion on the key points.
2	Wed	18-Jan-2023	5:30pm-8:30pm	3.0	6.00	Common Issues in Implementing Strategy	Lt/T	Effective and efficient strategy implementation, key issues in implementing strategy successfully	Module 2	Read Module 3 and prepare for class activities on the key points.
3	Wed	25-Jan-2023	5:30pm-8:30pm	3.0	9.00	The Making Strategies Work Process	Lt/T	Overview of the Process, Mission, Environmental Analysis, Strategy.	Module 3	Read Module 3 and prepare for class activities on the key points.
4	Wed	1-Feb-2023	5:30pm-8:30pm	3.0	12.00	The Making Strategies Work Process	Lt/T	Critical Success Factors (CSFs) Critical Activities (CAs)	Module 3	Read Module 3 and prepare for class activities on the key points.
5	Wed	8-Feb-2023	5:30pm-8:30pm	3.0	15.00	The Making Strategies Work Process	Lt/T	Organisational Designs, Processes and Systems	Module 3	Read Module 4 and prepare for class activities on the key points.
6	Wed	15-Feb-2023	5:30pm-8:30pm	3.0	18.00	Causality and Strategy Implementation	Lt/T	The Basic Notion of Cause and Effect	Module 4	Read Module 4 and prepare for class activities on the key points.
7	Wed	22-Feb-2023	5:30pm-8:30pm	3.0	21.00	Causality and Strategy Implementation	Lt/T	Application to the Making Strategies Work Process, Working with Causal Chains	Module 4	Read Module 5 and prepare for class activities on the key points.
8	Wed	1-Mar-2023	5:30pm-8:30pm	3.0	24.00	Competitive Advantage and Strategy Implementation	Lt/T	Nature of Competitive Advantage, Industry Choice, Strategic Positioning.	Module 5	Read Module 5 and prepare for class activities on the key points.
9	Wed	8-Mar-2023	5:30pm-8:30pm	3.0	27.00	Competitive Advantage and Strategy Implementation	Lt/T	'Fit' of Value-creating Activities, Strategy Implementation.	Module 5	Read past assignment paper and prepare for class activities on the key points.
10	Wed	15-Mar-2023	5:30pm-8:30pm	3.0	30.00	Past Paper Review	T	Outline of Answers to Past Paper Questions	Past Assignment Paper	Read past assignment paper and prepare for class activities on the key points.