Course Overview
This section of BASE will introduce and explore the concept of business strategy, decision-making and how this relates to vision and mission. The management process and such components as coordinating people and resources will be examined and discuss. This session will have multiple cases and exercises which will engage the participants. And finally, we will examine the differences between managing and leading.

Business Strategy, Leading and Managing Topics and Program Layout

DAY 1
MANAGEMENT, MANAGERS & MANAGING

The General Manager
Managerial Analysis & Decision Frameworks: From OODA To MBA
Where’s This Company Going? Vision & Mission and What They Mean to You
Experiencing Management: Experiential Exercises

DAY 2
BUSINESS ENVIRONMENTS & STRATEGY

Understanding Businesses: Defining the “Box” Before You Think Outside It
Business Environments: External, Industry and Internal
Case Application: A Horror Show at the Cinemaplex
   Reading: Hambrick & Fredrickson’s “Are You Sure You Have A Strategy?” Academy of Management Executive.
DAY 3
LEADING & BEING LED

Leadership: Contrasting Approaches of Two Generals

Who Are You? The Keirsey Temperament Scale / Personality Inventory

Reading: Maccoby’s (2007) Understanding People in the Knowledge Workplace, (chapter 5) from  The Leaders We Need: And What Makes Us Follow.

DAY 4
LEADERSHIP & CORPORATIONS

Leadership in Action

Businesses vs. Corporations

Organizational Structure: Organizing for Results

Reading: Collis & Montgomery’s “Creating Corporate Advantage”, Harvard Business Review.