Strategy Boot Camp: Fundamentals in Strategic Management

presented by
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Why are some companies more successful than others?
This program has been designed to specifically address that question by covering the fundamentals in strategic management of organizations.

Using mini-cases and exercises, you will refresh or build your strategic analysis toolkit. The first three hours will be dedicated to analysis of the external environment and competition, including:

- Industry structure
- Analysis of resources
- Opportunity recognition

In the second three hours, we will cover what it means to be a strategist:

- Understanding the role of vision and purpose
- Making choices that create value
- Being agile without acting randomly
- Converting strategic plans into action

Who Should Attend?

- Individuals who are responsible for leading businesses
- MBAs whose careers would benefit from a refresher on strategic managements in organizations

Learning Objectives and Program Benefits

Career progression in organizations often involves transitioning from functional contributor to strategic manager. This program will give rising managers a chance to step back and think strategically about your businesses. The skills learned in this program will enable you to take a more structured approach to strategic analysis, and to craft strategic action.

For more information and to register:
gsm.ucdavis.edu/strategycamp

One-day program
FRIDAY
November 3
Gallagher Hall,
UC Davis GSM

Program Schedule
Continental Breakfast: 8:00 - 9:00 a.m.
Morning Session: 9:00 a.m. - 12:00 p.m.
Lunch: 12:00 - 1:30 p.m.
Afternoon Session: 1:30 - 4:30 p.m.

Registration Fee
This one-day program is $1,500.

Fee includes all course materials, education fees, continental breakfast, lunch and snacks.

Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

Questions? Contact Angela Stopper at UC Davis Graduate School of Management Executive Education.
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