

EXECUTIVE EDUCATION

STRATEGIC DECISION MAKING

Gain and sustain a competitive advantage with crucial economic and strategy principles that enable you to assess the costs and benefits associated with strategic planning.

Apply Quantitative Analysis and Case Studies to Develop CEO-Level Analytic Frameworks

To be successful in highly competitive, uncertain, and complex business environments, managers must be able to identify competitive threats, assess the economic costs and benefits associated with strategic options, and evaluate the impact of various options on the firm's short-term and long-term profits. Managers can rely on these assessments to select a course of action to yield a valuable competitive advantage for the firm. This course leads you through a comprehensive journey to establish key economic and strategy principles that will assist you in translating managerial economic analyses into competitive strategic tools.

Understand competition and manage the value creation and appropriation processes within your industry and along your value chain. Develop a toolkit to understand vital strategic decisions at a firm.

“ *This course provides a strong background and guide for evaluating and acting on various strategic decisions. The tools provided for these types of evaluations are very applicable, and the real-world examples helped clarify many aspects of the decision-making process.* ”

Past Program Participant

KEY BENEFITS

- › **Learn to Apply Economics:** Make informed decisions practically.
- › **Develop an Executive Mindset:** Identify strategic opportunities in the market.
- › **Make Strategic Decisions:** Upskill or refresh knowledge of market dynamics.
- › **Immediate Application:** Learn on Monday, apply on Tuesday.
- › **Earn a Digital Badge:** Share on social media with colleagues and friends after successful course completion.
- › **Assessments:** Appear throughout the course and provide assurance of learning.
- › **Expand Your Perspective:** Network and interact with faculty and participants with diverse backgrounds.

DATES*

20 May - 28 Jun 2024
2 Dec 2024 - 17 Jan 2025

FORMAT

Online

PROGRAM FEES*

\$2,500 US

CREDENTIAL

This course is part of the Accelerated Management Development Certificate Program. For more information, visit michiganross.umich.edu/AMDCP. Visit the website to see additional credentials.

WHO SHOULD ATTEND

- › Director, senior-manager, entrepreneur and persons recognized as high potentials.
- › Managers, supervisors, or next-level leaders with increased responsibility in business development and strategic planning.
- › Individuals seeking professional or entrepreneurial growth.
- › Professionals without prior expertise or formal education in economics or strategy.



PROGRAM STRUCTURE[^]

This online course consists of eight asynchronous modules with two live synchronous sessions. The combination of online platform, discussion groups, and interactive live sessions fosters a dynamic learning environment.

UNDERSTANDING MARKETS THROUGH AN ECONOMIC LENS

Module 1 › Exploring Demand	Module 2 › Firm Costs and Profit Maximization	Module 3 › Markets and Competition	Module 4 › Markets and Government Policy
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BUILDING COMPETITIVE ADVANTAGE THROUGH STRATEGY

Module 5 › Strategic Positioning and Competition	Module 6 › Industry Structure and Vertical Integration	Module 7 › Firm Capability and Diversification	Module 8 › Distances and Internalization
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THE EXPERTS

Learn from the same faculty who teach in our highly-ranked degree programs. See the website for additional details.



Francine LaFontaine
PROGRAM DIRECTOR
William Davidson Professor of Business
Economics and Public Policy
Professor of Economics, LSA



Yue Maggie Zhou
PROGRAM DIRECTOR
Executive Education Faculty
Associate Professor of Strategy

TIME COMMITMENT

- › **Duration:** 6 weeks
- › **Weekly Coursework:** 5 - 7 hours/week
- › **Format:** Asynchronous & synchronous sessions
- › **Badge:** Earn a digital social media-friendly badge upon completion of the Strategic Decision Making program

9.4/10

OVERALL SATISFACTION
SCORE FOR OPEN PROGRAMS
– Financial Times, 2023

▶ REGISTER TODAY!

For more information, contact:

734-763-1000

rossexecd@umich.edu

michiganross.umich.edu/sdm

*Dates and program fees are subject to change. Check the website for the most current program details.

[^]This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change.