

Course ID	Course Description	Course Objectives
EMMM 6170 Strategic Management for Physician Executives	<p>EMMM 617 Strategic Management has been designed to acquaint you with the concepts of strategic thinking, strategic planning and strategic management as they apply to health services delivery organizations. You will have the opportunity to apply the strategic concepts in the culminating project, which is a strategic assessment of the organization in which you work. The course is organized into twelve knowledge- and skill-building modules, each of which considers a specific dimension of the strategic management process. Modules One, Two and Twelve are completed in a distance format, while Modules Three through Eleven are covered in your final on-campus session. The text, supporting articles, video lectures, PowerPoint slides, and tool worksheets accompanying this course will help you to master the concepts of strategic management. The course integrates your knowledge of management, organizational behavior, human resources, finance, accounting, health policy, and economics and builds on your understanding of the health care environment and its effects on the strategic development of a health care organization. You will work through the strategic management process using fourteen strategic tools, which have been organized into step-by-step worksheets. Integration is accomplished through the use of cases.</p>	Learning Objective
		1. Articulate the steps in the strategic management decision process
		2. Analyze an organization's strategic situation and formulate specific recommendations for future strategic direction
		3. Employ the following strategic assessment techniques (using the course Tool Worksheets) to assess a health care delivery organization's strategic situation
		a. Organizational Description and Strategic Service Area Definition
		b. Industry Structure Analysis
		c. Environmental Scan
		d. Competitor Analysis
		e. Organizational Resource and Competency Analysis
		f. Value Proposition
		g. Value Chain Analysis
		h. Directional Strategy (Mission, Vision and Values) Analysis
		i. Situation Analysis (SWOT)
		j. TOWS or SPACE Matrix Alternative Evaluation
k. Organizational Alternatives		
l. Analysis of Fit		