Overview

This course covers an important part of being a business professional: the knowledge and skills used in building and implementing business strategy. The course helps students build on previously acquired competencies in the areas of management, innovative thinking, and risk management while introducing them to the concepts and theories underpinning business strategy as a general business perspective. The course will help students gain skills in analyzing different business environments and in using quantitative literacy and data analysis in business strategy development and implementation. This course helps to provide students with a generalist overview of the area of business strategy.

Competencies

- **The Impact of Innovation**
  The graduate identifies the impact of innovation in personal and professional settings.

- **Techniques of Strategic Management**
  The graduate utilizes evidence-based techniques to make strategic decisions.

- **Business Strategy and Analysis**
  The graduate applies appropriate business practices to formulate recommendations that impact organizational effectiveness.

Learning

**Getting Started**

Welcome to Innovation and Strategic Thinking. The purpose of this course is to introduce you to the knowledge and skills a manager relies on to build and implement competitive business strategies. This course is housed in the Smart Author learning platform and includes open educational resources, website articles, and videos. Learning checks are interspersed throughout the course materials to reinforce learning. The Topics and Pacing guide is a suggested outline to help you complete this course in a timely manner. Competency will be demonstrated by the successful completion of a performance assessment.

GO TO COURSE MATERIAL

Failed to retrieve assessments
Course Instructor Group

stratthink@wgu.edu

Course Instructor Responsibility

How to Work with Course Instructors