

Course Syllabus

Course Title: Strategic Planning for Success: Empowering Asian Organizations

Course Description:

This course is designed to equip the future leaders of Asia with the essential knowledge and skills to harness strategic planning as a powerful tool for organizational success. Whether leading student organizations, community initiatives, startups, engineering projects, or youth-driven movements, participants will gain a deep understanding of how strategic planning drives sustainable growth, resilience, and adaptability in an ever-evolving landscape.

Through interactive lectures and experiential learning, students will explore the full strategic planning cycle—analyzing an organization’s current status, revisiting or formulating its mission and vision, setting long-term goals and objectives, and crafting actionable strategies to achieve them. Emphasis will also be placed on effective implementation, monitoring, and evaluation, ensuring that plans remain dynamic and responsive to changing circumstances.

What makes this course unique is the opportunity for students to share their experiences, insights, and challenges from their respective countries, settings, and cultures. This cross-cultural exchange will provide valuable perspectives on leadership and organizational management across Asia, fostering a deeper appreciation for diverse approaches to problem-solving and decision-making.

Beyond the technical aspects, this course will sharpen students' leadership, organizational, analytical, and communication skills—key competencies for any aspiring leader. By the end of the course, participants will be well-prepared to develop and execute strategic plans that create meaningful impact and long-term success in their organizations and communities, shaping a stronger and more connected Asia.

Course Outline:

<i>Objectives</i>	<i>Topics to be discussed</i>	<i>Schedule</i>	<i>Activities</i>
At the end of the week, the students should be able to: (1) Conduct strategic planning in the context of a business organization, specifically focusing on the internal and external environmental scanning (2) Identify the strengths, weaknesses, opportunities and threats in an organization	1.The Strategic Management Process: Overview 2. Environmental Scanning (Internal and External Environment) 3. Determination of opportunities and threats	Week 1	Group workshops: Environmental Scanning

<p>At the end of the week, the students should be able to:</p> <ol style="list-style-type: none"> (1) Formulate the vision and mission of their chosen organization (2) Formulate strategies toward the attainment of the vision and mission of their organization 	<ol style="list-style-type: none"> 1. Mission-Vision formulation 2. Formulation of goals and objectives 3. Formulation of specific strategies 	Week 2	<p>Group workshops: Formulation of Vision, Mission, Goals and Objectives</p>
<p>At the end of the week, the students should be able to:</p> <ol style="list-style-type: none"> (1) Identify measures of the effectiveness of the strategies (2) Draft a strategic development plan for a business organization 	<ol style="list-style-type: none"> 1. Identification of measures to evaluate success in employing the strategies 2. Implementing a new strategy: Change management 	Week 3	<p>Group workshops: Writing of their Five-Year Strategic Plan</p>
<i>Final Requirement</i>		Week 3	<p>Oral Presentation of the Strategic Plan</p>
References: List of references will be provided during the class orientation.			

Grading System:

Groupwork Activities – 20%
Written outputs from activities – 20%
Exam – 30%
Final Project – 30%

Prepared by:

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