

“Why”- Foundation Course in Strategy

Strategic Thinking for General Managers

Code: M2401

Mastering corporate & business unit strategy

Course objectives:

BSL’s course in Strategic Thinking for General Managers will equip you with the key elements needed to succeed as a general manager. You will apply these skills to practical situations. The course will cover:

- Translating visions into measurable objectives
- Strategy formulation process
- Balanced scorecard and stakeholder perspectives
- Corporate portfolio strategy
- Scenario generation, environmental matching
- Formulating specific strategies based on generic strategy options
- Evaluation, appraisal and measurement of strategy

Dr. Daniel F. Fyfer, Senior Professor

Dr. Daniel Fyfer provides two graduate courses at Business School Lausanne, Strategic Thinking for General Managers and Creating Sustainable Value. Fyfer is Managing Associate for Pacosa Sàrl, a business consulting company.

Fyfer previously worked in India as CEO of Bühler Ltd in food industry machines, in Taiwan as Divisional Manager for United Exporters (subsidiary of DKSH, Switzerland) in marketing of packaging machines, and in South Africa as Regional Marketing Manager for Nimrod International in industrial goods.

In 2006 Fyfer earned his Ph.D in Business Administration from California Coast University. Of South African descent, he holds an MBA and an Engineering Degree (Mechanical Design) from the University of Pretoria and a Bachelor’s in Science from Stellenbosch University. Fyfer is a seasoned business instructor, having taught at Business School Lausanne since 2001.

Additional Information:

Course Module: 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork
10 hours of pre-course work due 1 week prior to course start.
20 hours of post-course work due 2 weeks after course completion.
This course includes a 6 hour individual reading requirement.

Dates: See calendar

Strategic Thinking for General Managers is a “Why” course which must be taken during the foundation part the BSL MBA program. In order to complete the foundation part, you need to successfully finish a total of 4 “What,” 4 “How,” and 2 “Why” courses.

Course Benefits

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.