



This two-day Rice Business Executive Education course equips you with the knowledge and skills to achieve sustainable competitive advantage and growth in your business. By focusing on key elements of business strategy formulation, this course will develop your ability to evaluate and implement value-creating strategies using strategic formulation concepts, techniques and frameworks. In the context of developing strategy, this course adopts a highly interactive learning approach to enhance your ability to “ask the right questions”, which is a critical skill for any successful leader.

WHO SHOULD ATTEND?

This course is for leaders at all levels.

HIGHLIGHTS

- Explore the factors and benefits of strategy formulation that make an industry attractive and profitable
- Understand the implications the nature of an industry has on an organization’s strategy and advantage
- Learn how a company builds advantage over rival companies
- Evaluate alternative competitive positions and associated tradeoffs
- Consider main issues executives need to take into account when creating a winning strategic formulation
- Explore multiple approaches to growth and the benefits and costs of specific growth strategies

UPCOMING DATES
OCTOBER 1-2, 2020

TUITION: \$1,450

Tuition includes class materials and daily breakfast, lunch and refreshments.

[BUSINESS.RICE.EDU/STRATEGY](https://business.rice.edu/strategy)



Your Professor:

PRASHANT KALE, Ph.D.
Associate Professor of Strategic
Management

All Rice Business Executive Education faculty are award-winning professors who teach full time in the MBA and EMBA program at Rice Business and have extensive business and consulting experience.

Read more about Professor Kale's research at Rice Business Wisdom, our online ideas magazine with clear, practical translations of faculty research that will change the way you think. ricebusinesswisdom.com

CONTACT INFORMATION

Zoran Perunovic, Ph.D.
Director, Executive Education
Rice Business
713-348-3720 | Zoran.Perunovic@rice.edu

BUSINESS.RICE.EDU/STRATEGY