

WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE TITLE:

- C-1 Identify “best practices” in communicating strategy and linking strategic goals to individual contributors through the organization’s performance management system.
- C-2 Discuss how and when to change strategy by implementing “emerging goals.”

GOAL D:

The student will demonstrate effective written and oral communication skills when discussing leading change initiatives and clarifying their values.

Learning Objectives: The student will:

- D-1 Research and analyze two examples of Human Resource strategic plans.
- D-2 Conduct a SWOT analysis, focusing on Human Resources, for an organization.
- D-3 Elaborate on ideas discussed in the course text through a weekly blog.