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Course Information

Course Title: *Business Strategy* #375824

Number of continuing education credit hours recommended for this course:

CPA: 4 (All states)

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 0004761 (Ethics #0011467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy: 002146

Ohio State Board of Accountancy: CPE .51PSR

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

Course Description

Many businesses have a difficult time differentiating themselves from the competition, resulting in declining profits and the risk of eventual failure. The *Business Strategy* course shows a better way, laying out a process of analyzing your business, its competitors and the environment, and developing a finely-honed strategy that stakes out a defensible competitive position. The course covers such matters as SWOT analysis, competitor analysis and five forces analysis, as well as more than 10 strategy options, scenario planning, dealing with disruptors, strategy implementation issues, and much more. The course is a great tool for refining your planning processes.

Course Content

Publication/Revision date: 11/15/2022.

Author: Steven M. Bragg, CPA.

Final exam (online): Twenty questions (multiple-choice).

Program Delivery Method: NASBA QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA (CPA): Business Management & Organization

Course Level, Prerequisites, and Advance Preparation Requirements

Program level: Overview

Prerequisites: None

Advance Preparation: None

Instructions for Taking This Course

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- **To retain the course-PDF after completion (for future reference) and to enable enhanced navigation:** From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- **Complete the course by** following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- **Once you have completed studying the course** and you are confident that the learning objectives have been met, answer the final exam questions (online).

Instructions for Taking the Online Exam

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- A passing grade of at least **70%** is required on the exam for this course.
- You will have three attempts to pass the exam (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Assignment & Objectives

- Recognize the characteristics of a well-constructed corporate vision statement.
- Describe the questions to pursue when exploring the core capabilities of a business.
- Describe the differences between strategy and operational effectiveness.
- Specify how trade-offs and bottlenecks must be incorporated into a strategic plan.
- Recognize the elements of five forces analysis.
- Recognize the various types of barriers to entry into a market.
- Identify the different types of biases that may apply to strategic planning.
- Describe the manner in which strategic bets can be hedged.
- Specify the reasons for using scenario planning.
- Specify the circumstances to which rules-based strategy can be applied.
- Cite the alternatives available for rapidly scaling up a business.
- Recognize the characteristics, advantages, and disadvantages of the different types of strategy.
- Specify the methods available for counter-attacking an industry disruptor.
- Recognize the ways in which a strategy statement can be simplified.
- Describe the different collaboration tools available for implementing a corporate strategy.
- Specify the characteristics associated with strategic priorities.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been a two-time president of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written more than 250 books and courses, including *New Controller Guidebook*, *GAAP Guidebook*, and *Payroll Management*.

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