



Module 2 Application

Submit at the end of Module 2.

The Operating Environment

Business organizations, including educational institutions, operate in rapidly changing environments. Business leaders must scan the environment, assess the potential for change, and adjust operations accordingly.

In this assignment, you will perform a scan and develop an executive memo to the organization's governing body documenting an outcome and identifying critical concerns.

Course Objectives

- Assess legal and regulatory, economic, societal/cultural, technological, and competitive dimensions of the external operating environment to formulate optimal strategies assuring achievement of instructional goals and continuous organizational improvement.
- Formulate and effectively communicate the mission, vision, values, and goals of the organization to establish a culture of inclusiveness, transparency, and equity aimed at facilitating improvement of academic performance in diverse educational environments.

Directions:

- 1) Save and print the Module 2 Application PDF.
- 2) Create a paper in a Word or text document for your response. Use 12-point Arial or Times New Roman font. Follow APA (6th edition) format for the paper, title page, references page, and in-text citations.
- 3) Develop an introduction and conclusion for your paper.
- 4) Follow the directions to submit your final Word or text document.

Part 1: Perform a Scan

Step 1. Using the educational institution for which you currently work or one for which you hope to work in the future, scan the external environment at the local, state, and national level.

Step 2. Evaluate the outcomes of Step 1 to identify and prioritize factors in the external environment based on their potential to drive change in the organization.

Part 2: Compose an Executive Memo

Step 3. Prepare a two-page executive memo to the organization's governing body documenting the outcome of Step 2, and identifying critical concerns. Use an appropriate business memo format including single spacing for the body of the memo.

Step 4. As an addendum to your memo, submit a recommended mission statement and vision for the organization.