



STRATEGIC ANALYSIS

Strategic Management: Creating Competitive Advantages

What is strategic Management?

The Strategic Management Process

The Role of Corporate Governance and Stakeholder Management

The Strategic Management Perspective: An Imperative throughout the Organization

Ensuring Coherence in Strategic Direction

Analyzing the External Environment of the Firm

Creating the External Environment Organization

The General Environment

The Competitive Environment

Assessing the Internal Environment of the Firm

Value-Chain Analysis

Resource-Based View of the Firm

Evaluating Firm Performance: Two Approaches

Recognizing a Firm's Intellectual Assets: Moving beyond a Firm's Tangible Resources

Human Capital: The Foundation of Intellectual Capital

The Vital Role of Social Capital

Using Technology to Leverage Human Capital and Knowledge

Protecting the Intellectual Assets of the Organization: Intellectual Property and Dynamic Capabilities

STRATEGIC FORMULATION

Business-Level Strategy: Creating and Sustaining Competitive Advantages

Types of Competitive Advantages and Sustainability

Can Competitive Advantages Be Sustained? Integrating and Applying Strategic Management Concepts

How the Internet and Digital Technologies Affect the Competitive Strategies

Industry Life Cycle Stages: Strategic Implications

Corporate-Level Strategy: Creating Value through Diversification

Related Diversification: Economies of Scope and Revenue Enhancement

Related Diversification: Market Power

Unrelated Diversification: Financial Synergies and Parenting

The Means to Achieve Diversification

How Managerial Motives Can Erode Value Creation

International Strategy: Creating Value in Global Markets

Factors Affecting a Nation's Competitiveness

International Expansion: A Company's Motivations and Risks

Achieving Competitive Advantage in Global Markets

Entry Modes of International Expansion

Entrepreneurial Strategy and Competitive Dynamics



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Recognizing Entrepreneurial Opportunities
Entrepreneurial Strategy
Competitive Dynamics

STRATEGIC IMPLEMENTATION

Strategic Control and Corporate Governance

Ensuring Informational control: Responding Effectively to Environmental Change
Attaining Behavioral Control: Balancing Culture, Rewards, and Boundaries

Creating Effective Organizational Designs

Traditional Forms of Organizational Structure
Linking Strategic Reward and Evaluation Systems to Business-Level and Corporate-Level Strategies

Strategic Leadership: Creating a Learning Organization and an Ethical Organization

Leadership: Three Interdependent Activities
Emotional Intelligence: A Key Leadership Trait

INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

Human Resources Planning

Training and Evaluation

Human Resources and Business Analytics