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

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
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