



## 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**