<table>
<thead>
<tr>
<th>WEEK</th>
<th>COURSE OBJECTIVES</th>
<th>WEEKLY OBJECTIVES</th>
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<td>1</td>
<td><strong>Introduction to Strategy</strong>&lt;br&gt;&lt;br&gt;<strong>Objective:</strong> Observe and Assess how firms create value and how they go about building and sustaining competitive advantage in different markets.&lt;br&gt;&lt;br&gt;<strong>Competencies:</strong> Quantitative Literacy Critical Thinking</td>
<td>Research data on financial performance of industries on a comparative basis over time and on specific companies within an industry over time. Analyze the reasons for the data results. Conduct a Personal application to your company and industry.</td>
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<td>2</td>
<td><strong>Creating Value Through Global Strategy</strong>&lt;br&gt;&lt;br&gt;<strong>Objective:</strong> Assess the strategy-structure options for expanding and/or globalizing firms. Understand the fundamental strategic issues facing major global industries.&lt;br&gt;&lt;br&gt;<strong>Competencies:</strong> Information Literacy/Research Critical Thinking</td>
<td>Conduct comparative strategic market research on selected industries globally and for the BRIC countries (Brazil, Russia, India and China) in comparison with the U.S. Conduct a Personal application to your company and industry.</td>
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| 3 | **Strategy and Value Creation in Traditional Industries**  
**Objective:**  
Employ the tools and techniques of strategic analysis, including frameworks such as industry structure, Porter's five forces model, value chain analysis, portfolio analysis, and e-business models to business simulation analysis and to one's own organization.  
**Competencies:**  
Information Literacy/Research  
Quantitative Literacy  
**Business-level Strategy: Establishing and Sustaining Competitive Advantage**  
**Objective:**  
Assess the strategy-structure options for expanding and/or globalizing firms.  
**Competencies:**  
Information Literacy/Research  
Critical Thinking | **Analyze the Twenty Years of Jack Welch at GE Harvard Business School Case.**  
**Conduct a Personal application to your company and industry.** |
| 4 | **Assess the student's ability to apply the major strategic management frameworks and concepts.** | **Take the Mid-Term Exam.**  
**Conduct a Personal application to your company and industry.** |
| 5 | **Creating Value Through e-Business Creating Value Through e-Business Strategy**  
**Objective:** Analyze how business is changing as a result of technological developments and the implications of these changes for strategy.  
**Competencies:**  
Technology Fluency  
Information Literacy/Research  
Quantitative Literacy  
Critical Thinking  
| Analyze the YouTube, Google and the Rise of Internet Video Harvard Business School Case.  
Conduct a Personal application to your company and industry. |
| 6 | **Creating Value Through Global Strategy**  
**Objective:** Analyze how business is changing as a result of globalization developments and the implications of these changes for strategy.  
Assess the strategy-structure options for expanding and/or globalizing firms.  
**Creating Value Through Mergers and Acquisitions**  
**Objective:** Assess how firms add value through alliances, mergers and acquisitions, and divestitures.  
**Competencies:**  
Information Literacy/Research  
Quantitative Literacy  
Critical Thinking  
| Strategically and comparatively assess the Risk versus Opportunity of the BRIC countries (Brazil, Russia, India and China).  
Conduct a Personal application to your company and industry. |
| 7 | **Strategy and Org. Design and Managing Innovation**  
**Strategy**  
**Objective:** Analyze how firms create, acquire, and manage knowledge and innovations within their extended multinational networks.  
Analyze corporate-governance issues from the perspectives of shareholders, employees, regulatory bodies, and other stakeholders.  
**Competencies:**  
Information Literacy/Research, Quantitative Literacy, Critical Thinking | Analyze the Innovation at Nypro Harvard Business School Case.  
Conduct a Personal application to your company and industry. |
|---|---|
| 8 | **Synthesis and Future Directions**  
**Objective:**  
Assess how firms add value through alliances, mergers and acquisitions, and divestitures.  
Understand the fundamental strategic issues facing major global industries  
**Competencies:**  
Effective Communication  
Information Literacy/Research  
Critical Thinking |---|