

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

**MGT6203.E1 Strategic Management
SPRING 2020**

PROFESSOR INFORMATION:

Name: Dr. Steve Tidwell
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COURSE INFORMATION:

MGT6203.E1 Strategic Management
Level: Graduate
Beginning Date of Session: Saturday, March 14, 2020
Ending Date of Session: Thursday, May 21, 2020
Student access available to the Student Portal: Saturday, Saturday, March 14, 2020.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

Twelve hours of 5000/6000 level BUS, ECO, FIN, MGT, MKT.

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: Strategic Management: A Competitive Advantage Approach, Concepts and Cases
Author: Fred David, Forest R. David
Publisher: Pearson – Prentice Hall
Year Published: 2017
Edition: 16th
ISBN: 13: 9780134167848
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 6th edition, second printing of the APA manual, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please consult the *Publication Manual of the American Psychological Association*, (6th ed., 2nd printing). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The following represents the course competencies for this class. Competencies are equivalent for all lecture and distance learning courses. Following each competency is the assignment used to gain mastery of this area of study.

The course presents the functions of management in the formulation of strategic policies, goals, objectives, and procedures relative to organizational effectiveness. Topics include theories of strategic planning, internal and external factors in strategic planning, strategic planning relative to goals, forecasting techniques, and analyzing and evaluating change.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Examining the key concepts associated with the field of Strategic Management.
2. Identifying organizational strengths, weaknesses, opportunities, and threats.
3. Discussing the major issues associated with gaining acceptance of the strategic planning process.
4. Profiling factors that influence the internal and external environments of a strategic management system.
5. Identifying organizational structures that are compatible with stated organizational directions.
6. Discussing environmental and forecasting techniques utilized in the corporate planning process.
7. Discussing industrial competition and identifying approaches for creating defensible boundaries.
8. Explaining the role of corporate alternatives in positioning an organization for the present and future.
9. Understanding the concept of portfolio matrix and the establishment of strategic business units.
10. Evaluating strategic alternatives in regard to organizational competence and resources.
11. Describing techniques for integrating the functional areas of a business with strategic business units.
12. Identifying and analyzing information sources used in the development of a strategic plan.
13. Analyzing and evaluating the effectiveness of corporate and business level strategies.
14. Evaluating financial ratios and financial statements and their impact on an organization's operations.
15. Evaluating marketing agendas and how it complies with the organization's strategy.

COURSE POLICIES:

(Students must comply with the calendar on turning in assignments. It is imperative that students adhere to these deadlines. **Students not complying with the deadlines (assignments other than exams) will be penalized 15 points per assignment, per day. Students are not allowed to submit an assignment that over two days late. For those assignments, the student will receive a zero. No Exceptions! Students will not be able to make-up missed exams or re-take any exam;** therefore, it is important to make arrangements to take the exams on the scheduled dates. All deadlines are Central Standard Time (EST). Students will not be penalized for submitting assignments early. Students may also submit assignments before they have received a previous submitted assignment.

All times for deadlines are in Central Time Zone. All assignments must be submitted by Monday, May 18, 2020, 6 PM EST. Please remember the late penalty applies. **If all assignments are not received by Monday, May 18, 2020 6 PM EST, the student will receive a 0 (zero) for the/those missing assignment(s). No exceptions**

Please review the ACADEMIC HONESTY/PLAGIARISM section of this document on page 10

Quizzes: There will be two quizzes given. It is imperative that students make arrangement to take these quizzes. The quizzes will be given. The quizzes will open on Thursday and end of Saturday at 6 PM CST. **The students will be given 65 minutes to complete the 35-question multiple choice quiz. Please answer the questions in your study guide using your text. The study guide, coupled with the power points, will provide an excellent understanding when it comes to the exams.**

Student's Responsibilities

This syllabus contains information, policies and procedures for a specific course. By enrolling, the student agrees to read, understand and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance is expected at Amberton University. In case of absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. Ceasing to attend does not constitute official withdrawal.

Attendance in a Distance Learning course is defined as any submission to Moodle within the enrollment dates of the course, any required submissions outside of Moodle within the enrollment dates of the course, or initiating any communication with your professor regarding an academic assignment. A student in a Distance Learning course is required to actively participate in the course and submit course assignments timely as described in the course syllabus. A student not meeting these requirements may be dropped at the discretion of the professor and Amberton administration.

Plagiarism Policy

Plagiarism is using another person's work as your own. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operated on an honor system, and honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton University students are expected to abide by the honor system and maintain academic integrity in all of their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based anti-plagiarism services and applications at any time.

COURSE OUTLINE AND CALENDAR:

(The course will focus on the functions of strategic management. The course focuses on eleven chapters from your text. The course is divided into several components. There will be 2 (two) quizzes consisting of multiple choice, one (1) peer reviewed article summary, 2 (two) discussion boards, 1 (one) case study, and 1 (one) essay questions conducted that requires implementation of learned knowledge

COURSE METHODOLOGY:

Adult Learning Style Response – Saturday April 11, 2020 at 6 PM CST

Early in the semester, Dr. Don Hebbard of Amberton University will be sending you a questionnaire for you to complete regarding your learning style. This is a tremendous exercise that has been very beneficial to all students! Upon receiving the survey, please complete the exercise and follow Dr. Hebbard's directions. When you have completed the exam and have received the results, you are required to write a 250-word narrative of how this information can help you as an adult learner? In addition to how this information helped you as an adult learner, consider other topics like was there information that surprised you; was there information that you agree and/or disagree with; etc.? Upon the completion of the 250-word narrative, please submit the adult learning style results (FSFJ, INTJ, etc.) exercise and the 250-word narrative through Moodle. There is a link on Week Four for your submission. This assignment is worth 5 points of your grade and due on **Saturday April 11, 2020 at 6 PM CST. The student will adhere to APA format with this submission. The assignment will include a cover page, the narrative, and a reference sheet will only be required if the students uses an outside source. The reference sheet is not required unless the student uses an outside source.** Please do not use direct quotes, or word-for-word from the text, from articles, or any other source.

PLEASE NOTE: YOU WILL PROBABLY RECEIVE THE EMAIL FOR THE SURVEY IN PLENTY OF TIME TO SUBMIT IT- WELL BEFORE THE DUE DATE OF SATURDAY APRIL 11, 2020 at 6 PM CST- AND I WANT TO ENCOURAGE YOU TO COMPLETE IT AS SOON AS YOU GET IT BECAUSE YOU HAVE A CASE STUDY DUE ON THE SAME DATE. AS MENTIONED, I AM SURE YOU WILL RECEIVE IT WELL IN ADVANCE, BUT I AM ALLOWING A GREAT DEAL OF FLEXIBILITY TO ENSURE YOU HAVE PLENTY OF TIME TO COMPLETE THE SURVEY.

Two Quizzes

Quiz One covering Chapters 1 -6 opens on Thursday April 16, 2020 and closes Saturday April 18, 2020 at 6 PM CST

Quiz 2 covering Chapter 7 – 11 opens Thursday May 14, 2020 and closes Saturday May 16, 2020 at 6 PM CST

The quizzes will open on Thursday and end of Saturday at 6 PM CST on the stated dates above. The students will be given **65 minutes to complete the 35-question multiple choice quiz. Please answer the questions in your study guide using your text. The study guide, coupled with the power points, will provide an excellent understanding when it comes to the quizzes. Although the quizzes are open book and open notes, it is imperative that you prepare for the exam as though you were in class.** No makeup or re-takes are allowed. If the student fails to make the necessary arrangements to take any of the quizzes, the student will be given a 0 for that quiz.

Discussion Boards

There will be two discussion board questions that the students will be required to participate in. The discussion question will be posted prior to the start of the class. The student may complete the discussion board as they wish. However, the due date for completing the discussion board is as follows:

Discussion Board One Due - Saturday March 21, 2020 6 PM CST

Discussion Board Two is due on Saturday May 9, 2020 at 6 PM CST

The student will respond to the question from the professor in a 250 words minimum post. The student will use at least one outside source when responding to the discussion question from the professor. The student must show in-text citations and references at the bottom of their post. The student will also respond to at least two of their colleagues on both of these discussion boards. Quality of work, coverage of the subject, proper punctuation, and APA are also the focus on this grading assignment. Please do not use direct quotes, or word-for-word from the text, from articles, or any other source.

Article

Bitcoin Article is due on Saturday April 4, 2020 at 6 PM CST

The student will assess the article over Bitcoin (see link on Week Three). Using the required template, the student will assess the article addressing the topics from the template. Please show the subtopics as shown in the template. The student will also use two additional (outside) sources – in addition to the select article - in validating their discussion. Any source retrieved from the AU online library is a reliable source. The paper will include a cover page, reference page, and the information

that is defined in the article template. Please do not use direct quotes, or word-for-word from the text, from articles, or any other source. This must be in APA format. Please submit the article on or before the stated due date.

Case Study

Case Study IHC Health Care Due Saturday April 11, 2020 at 6 PM CST

The student will be involved in one case study analysis. The first case involves IHC Health Care. This is due on or before **Case Study IHC Health Care Due Saturday April 11, 2020 at 6 PM CST**

It is very important to be thorough in your analysis. I am not requiring that you write at least X number of pages, but rather that you are thorough in your analysis. **Number the questions, provide a thorough assessment, include in-text citations, and references.** Please use at least one outside source when answering each question. An outside source is another source other than your text. Please do not use Wikipedia.

The assignment will include a cover page and reference page. Please remember to adhere to APA format. A penalty will apply for failure to adhere to APA format.

Keep in mind that while reading the case study, you need a good understanding of the overall situation, critical issues, problems, internal and external environments, SWOT analysis, possible solutions, and a feasible decision. Remember before starting to solve the case, you must have a proper analysis of the organization. A proper analysis is done through conducting a SWOT analysis of the organization, internal and external environments, and core competencies. Please do not use direct quotes, or word-for-word from the text, from articles, or any other source. **Please number and write the questions from answering them**

Question Essays

Essay Questions – due Monday May 18, 2020 at 6 PM CST

On Week Ten, the student will complete essays questions brought from the text. The student will be complete in their assessment and use at least one outside source when answering each question. An outside source is another source other than your text. Please do not use direct quotes, or word-for-word from the text, from articles, or any other source.

Very Important: Regarding the case studies **I am very interested in you identifying the correct answers, but I am equally interested in how you arrived at these responses.** It is important in the case study and essay questions that you clearly demonstrate your knowledge in how you got to the answers you have. In other words, validate your comments.

On all assignments, please do not use direct quotes, or word-for-word from the text, from articles, or any other source. Please number and write the questions from answering them

I want to suggest that you download a plagiarism checker to check your work before submitting. There are numerous choices online. I use two different kind of plagiarism detectors that I submit all assignment through.

WEEKS AND DUE DATES: Please don't focus on the Weeks, but rather focus on the due dates for the assignments.

Week	Topic	Assignment	Competencies Covered	Due Date
One	What is Strategic Management?	-Read Chapter One- What is Strategic Management? - Review and utilize the power point slides in completing the study guide assessment. -Discussion Board Due	1-4	Discussion Board One Due - Saturday March 21, 2020 6 PM CST
Two	What is the purpose of a Mission and Vision? Evaluating the External Environment	- Read Chapter Two - What is the purpose of a Mission and Vision? Chapter Three - The External Assessment - Review and utilize the power point slides in completing the study guide assessment.	1-5, 8, 9, 13, 15	
Three	The External Assessment	-Read Chapter Three- The External Assessment continued - Review and utilize the power point slides in completing the study guide assessment. -Article is Due	, 2-5, 8, 9, 13, 15	Bitcoin Article is due on Saturday April 4, 2020 at 6 PM CST
Four	Assessing the Internal Environment; Evaluating Strategic Action	- Chapter Four - The Internal Assessment and Chapter Five - The Strategies of Action -Review and utilize the power point slides in completing	1-6, 8, 11	Case Study IHC Health Care Due Saturday April 11, 2020 at 6 PM CST Adult Learning Style Response – Saturday April 11, 2020 at 6 PM

		<p>the study guide assessment.</p> <p>- IHC Case Study is Due</p> <p>- Adult Learning Style Response</p>		CST
Five	<p>Strategic Action and Analysis and Choice</p> <p>Review for Quiz 1</p>	<p>Chapter Six - Strategic Action and Analysis and Choice</p> <p>Review and utilize the power point slides in completing the study guide assessment.</p> <p>Review Chapters 1 -6 for Quiz One</p>	1-7, 9, 15	Quiz One covering Chapters 1 -6 opens on Thursday April 16, 2020 and closes Saturday April 18, 2020 at 6 PM CST
Six		Review and utilize the power point slides in completing the study guide assessment for the upcoming chapters		
Seven	<p>Assessing and Implementing Management and Operations</p> <p>Implementation Processes, Marketing, Finance Processes. R&D, and MIS</p>	<p>Chapters Seven – Implementing Strategies: Management and Operations Issues and</p> <p>Chapters Eight –: Marketing, Finance/Accounting, R&D, and MIS Issues</p>	4,9,-12,14-15	
Eight	Assessing Strategy and Control and Assessing Social and Ethical Responsibility	<p>Chapter Nine– Strategy Review, Evaluation, and Control</p> <p>Chapter Ten - Business Ethics/Social Responsibility / Environmental Sustainability</p> <p>Review and utilize</p>	1, 2, 4, 7, 8, 10, 13-15	Discussion Board Two is due on Saturday May 9, 2020 at 6 PM CST

		the power point slides in completing the study guide assessment		
Nine	Ethics/ Social Responsibility and Global Issues	Chapter 11- Global/International Issues Review and utilize the power point slides in completing the study guide assessment	1,2,4,5,7,8-11, 12-15	Quiz 2 covering Chapter 7 – 11 opens Thursday May 14, 2020 and closes Saturday May 16, 2020 at 6 PM CST
Ten	Review previous chapters for Case Study		1,2,4,5,7,8-11, 12-15	Essay Questions – due Monday May 18, 2020 at 6 PM CST

GRADING CRITERIA:

(Each assignment will be valued as indicated below:

Quiz One	15%
Quiz Two	15%
Case Study One	20%
Essay Questions	25%
Article	10%
Discussion Board 1	5%
Discussion Board 2	5%
QEP – Adult Learning	
Style - Pilot Study	5%
	100%

Graduate	
92 – 100	A
82 – 91	B
72 – 81	C
62 – 71	D
Below 62	F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are mailed approximately one week after the last day of the session to the student's address of record. Amberton University staff will not post or release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their University email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades

An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes, competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:
 - Internet browser settings and configuration
 - e-mail and file attachments
 - Uploading and downloading files
 - Using a word processing package
3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course, but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

Through the Amberton University Student Portal

Students enrolled in distance learning courses using the Moodle Learning Platform may access the course through the Amberton University Student Portal. The site may be accessed through the University's main page (<http://www.Amberton.edu>) or at <http://apps.Amberton.edu>. After selecting the "Student Portal" link, you will be prompted for a Username and Password.

Use your assigned **username and password** (AUID) as described below to enter the AU Student Portal:

Username = your capitalized firstname **initial**+lastname+last 3 digits of your SSN.

* Use your name exactly as it is listed on the University's records, including any suffixes or hyphenations, such as Jr, Sr, or II, as a part of your username.

For example: James Jones, Jr. SSN: 123-45-6789

Username: JJonesJr789

Password = your Amberton University ID# (AUID) **including the dashes**

For example: 04-999-999

Once your login has been validated, you may select from a variety of menu options, including your individual E-Course, email account, Remote Research, General Tools, all Syllabi, Research Tutorials and Electronic Instructor Folders (FTP).

If you are accessing the Student Portal from a public or shared computer, close the browser completely when finished, or click on the Logout button. For security purposes, no other person should have access to your Username or Password. If you feel your information has been compromised or if you experience technical difficulties, contact the e-course system administrator at: e-sysop@amberton.edu

If you have lost or do not know your Amberton ID#, please contact the Student Services Office 972/279-6511 or advisor@Amberton.edu for a replacement AUID card. You must know your Amberton ID# to gain access to the course and to send email to your professor.

Through the Amberton University Moodle Website

Students enrolled in distance learning courses using the Moodle Learning Platform may also access the course by going to: <http://moodle.Amberton.edu>

For those utilizing Moodle for the first time, the **username and password** for the Moodle Learning Platform will be emailed to the student's University email account prior to the start of the course. For those returning to Moodle who do not remember their username and password, click on the link "*Forgotten your username or password*" available on the Moodle log in page (<http://moodle.Amberton.edu>). Otherwise use the same username and password as previous session.

Moodle Tutorial:

Upon successful log in and access to the Moodle learning platform, there is a *Student Moodle Tutorials* course available, to learn about the basics of Moodle. Simply click on the link for the *Student Moodle Tutorials* and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

Each student enrolled is assigned an Amberton email account, which gives the student access to the Amberton email system (my.Amberton.edu). This email account is provided by Google Apps for Education. Students are encouraged to check their email regularly for University news, notices, and to communicate with instructors.

The student's assigned email address would be `Username@my.Amberton.edu`

Example: `LJones-Smith789@my.Amberton.edu`

The student Username is determined by:

firstname initial+lastname+last 3 digits of student ssn.

For example: Linda Jones-Smith SSN: 123-45-6789
Email Address = `LJones-Smith789@my.Amberton.edu`

Students will be prompted for a Username and Password when accessing their email account. Use the Username portion of the email address as the username (Example: `LJones-Smith789`) and your Amberton ID# (including the dashes) as the password.

If you already have a Google gmail account, you might be prompted to add this account to your current account. Click 'Yes' and you will be logged into your my.Amberton.edu email account. It will be a separate email account from your personal gmail account.

If you need assistance with your email account, please visit <https://support.google.com/mail>

Students are responsible for reviewing the "Communication Guidelines" provided on the individual E-Course for specific instructor requirements.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

ACADEMIC HONESTY/PLAGIARISM:

Plagiarism is the presentation of someone else's information as though it were your own. If you use another person's words, ideas or information, or if you use material from a source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge the source. Failure to do so violates Amberton University's ethics policy.

RESEARCH RESOURCES:

The student is encouraged to use the Amberton Electronic Library as a research resource for this course. The Electronic Library provides access to full-text and abstract articles as well as links to a variety of remote research tools. Students can search Amberton Library Resource Center holdings through the on-line public access circulation system. The physical library contains a specialized collection of research materials specifically chosen to support the degrees and courses offered at Amberton. Interlibrary loan and document delivery services are available. The TexShare Card offers borrowing privileges in libraries all across the state of Texas. Students with research questions or questions about Library services are encouraged to visit the Library or email their questions to library@Amberton.edu.

RESEARCH TUTORIALS:

Online research resources are available through "Research Tools Database", accessible through the Student Portal. (For additional assistance, students may access the "Research Tutorials" link located in the General Tools area on the Student Portal.) Access the Portal by clicking "Student Portal" from the University's website. You must know your Amberton ID to access the Portal.

Library Live Chat Feature

The website allows for a live chat feature with librarians on the library pages. This service allows students to connect with librarians on questions regarding resource assistance, searching data bases and access to library services. www.amberton.edu/current-students/library/index.html

This item: Strategic Management: A Competitive Advantage Approach, Concepts & Cases (15th Edition) by Fred R. David Hardcover \$214.99. Only 1 left in stock - order soon. Sold by Ma and Pa's Hometown Books and ships from Amazon Fulfillment. The book has led the field of strategic management for more than a decade in providing an applications/practitioner approach to the discipline. A native of Whiteville, North Carolina, Fred R. David received a B.S. degree in Mathematics and an MBA from Wake Forest University before being employed as a bank manager with United Carolina Bank. @inproceedings{David2012StrategicMC, title={Strategic Management Concepts and Cases: A Competitive Advantage Approach}, author={F. R. David}, year={2012} }. F. R. David. Published 2012. Part 1: Overview of Strategic Management Chapter 1: The Nature of Strategic Management The Cohesion Case: The Walt Disney Company - 2011 Part 2: Strategy Formulation Chapter 2: The Business Vision and Mission Chapter 3: The External Assessment Chapter 4: The Internal Assessment Chapter 5: Strategies in Action Chapter 6: Strategy Analysis and Choice Part 3: Strategy Implementation Chapter 7: Implementing Strategies: Management and. Strategic Management: A Competitive Advantage Approach, Concepts and Cases, 17th edition. Fred R David. Forest R. David. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. It offers more coverage than any other textbook on important issues related to business ethics, social responsibility, global operations, and sustainability -- one of the reasons it is adopted at more than 500 colleges and universities worldwide.

Strategic management needs an integrated approach, which is difficult to achieve. Strategic management involves major multifarious changes in the organization. It heeds changes in organizational culture, leadership, organization structure, reward system, etc. The concepts and techniques of strategic management have evolved over the years beginning in the 1970s in a lukewarm way. Strategic management is not a very old phenomenon in the corporate world. On the other hand, strategic management seeks competitive advantage and sustainable market growth by effectively managing all resources of the organization. The strategic management process entails several pertinent issues that need clarification for better understanding. Concept of Strategy. Strategic Management: A Competitive Advantage Approach, Concepts and Cases (16th Edition) For courses in strategy. A Practical, Skills-oriented Approach to Strategic Management In today's economy, gaining and sustaining a competitive advantage is ... Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping readers develop their own cutting-edge strategy through skill-developing exercises. The Sixteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions. Also Available with MyManagementLab. A Competitive Advantage Approach, Concepts and Cases [RENTAL EDITION] (17th Edition) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of [Pdf] Strategic Management: A Competitive Advantage Approach, Concepts and Cases [RENTAL EDITION] (17th Edition) without we recognize teach the one who looking at it become critical in imagining and analyzing.