COURSE DESCRIPTION

This course is about strategy formulation and implementation at the level of the business unit and the corporation as a whole. Successful companies must create and sustain competitive advantage for superior performance and sustainable growth. Students will study and learn relevant concepts, tools, and frameworks in the field of strategic management and sharpen their skills in strategic analysis and problem-solving of real business cases.

COURSE OUTLINE

1. Basic Concept of Strategy

2. Analyzing the External Environment

3. Company Analysis
   - Case Study: “Walmart Stores, Inc.” HBS Case 9-794-024
4. Customer-Oriented Strategy
   - Case Study: “Starbucks Coffee Company,” HBS Case 9-801-361

5. Competitive Strategy
   - Case Study: “eBay, Inc.” HBS Case 9-700-007

6. Strategic Innovation

7. Corporate Vision and Growth Strategy

8. Globalization Strategy

9. Strategic Alliances
   - Case Study: “Komatsu and Dresser”, Harvard Business School Case 9-898-269

10. M&A Strategy
Recommended Books

GRADING
- Class Participation :25%
- Case Study Presentation :25%
- Final Exam (Strategy Report) :50%