

COURSE SCHEDULE
Summer 2015
MANA 6A83
Monday 6 pm – 10 pm

Date	Topic	Description
Monday July 13	Introduction (Ch. 1) Strategic Leadership (Ch. 2)	<ul style="list-style-type: none"> • Class Introductions • Description of Course Structure • Strategy Process Model/Mission • Ethics • Leadership • Current Event and Group Sign-ups
Monday July 20	Environmental Analysis (Ch. 3) Resource and Capability Analysis (Ch. 4)	<ul style="list-style-type: none"> • General Environment <ul style="list-style-type: none"> ➤ Stakeholder Analysis • Industry Environment • Resources and Capabilities • Core Competencies & Sustained Competitive Advantage • Student reports of their company analyses • Current Event Presentation
Monday July 27	Business Level Strategy (Ch. 5) Competitive Rivalry (Ch 6)	<ul style="list-style-type: none"> • Porter Model • Competitor Analysis • Drivers of actions and Responses • Competitive Dynamics • Student reports of their company analyses • Current Event Presentation

Date	Topic	Description
Monday August 3	Corporate Level Strategies (Ch. 8) Cooperative Strategies (Ch. 7)	<ul style="list-style-type: none"> ● Corporate Strategies ● Diversification and resource allocation ● Cooperative Strategies that: <ul style="list-style-type: none"> ■ Enhance differentiation/reduce costs ■ Address forces in environment ■ Promote Growth / diversification ■ Student reports of their company analyses ● Current Event Presentation
Monday August 10		<ul style="list-style-type: none"> ● Exam Chapter 1 - 8