

## Schedule

Lecture	Date	Topics
Lecture 1	01 March 2021	Course Introduction Culture and its impact on strategic thinking
Lecture 2	08 March 2021	Strategies in Action Corporate planning horizons Types of strategies
Lecture 3	15 March 2021	External Analysis 1. Porter's five forces 2. Boston Consulting Group advantage matrix 3. Competitive environment analysis
Lecture 4	22 March 2021	External Analysis 1. Industry attractiveness analysis 2. Industry lifecycle analysis 3. SWOT analysis 4. External factor evaluation matrix
<b>Presentations</b>	<b>29 March 2021</b>	<b>Presentations</b>
<b>Easter</b>	<b>Easter</b>	<b>Easter</b>
Lecture 5	12 April 2021	Internal Analysis 1. What is internal analysis 2. Financial analysis 3. Company capability profiling 4. Product portfolio matrix
Lecture 6	19 April 2021	Internal Analysis 1. Product lifecycle analysis 2. SWOT analysis 3. Vulnerability analysis 4. Internal factor evaluation matrix
Lecture 7	26 April 2021	Matching Internal and External 2. SWOT matrix 3. Strategic position and action evaluation tool 4. Product portfolio matrix 5. Internal-External matrix 6. Directional policy matrix 7. Grand strategy matrix
Lecture 8	03 May 2021	Decision Tools 1. Quantitative strategic planning matrix 2. Stakeholder analysis matrix 3. Assessment of cultural impact
<b>Presentations</b>	<b>10 May 2020</b>	<b>Presentations</b>
<b>Presentations</b>	<b>17 May 2020</b>	<b>Presentations</b>