

Schedule

Lecture	Date	Topics
Lecture 1	15 Feb 2022	Course Introduction Culture and its impact on strategic thinking
Lecture 2	22 Feb 2022	Strategies in Action Corporate planning horizons Types of strategies
Lecture 3	01 March 2022	External Analysis 1. Porter's five forces 2. Boston Consulting Group advantage matrix 3. Competitive environment analysis
Lecture 4	08 March 2022	External Analysis 1. Industry attractiveness analysis 2. Industry lifecycle analysis 3. SWOT analysis
Presentations	15 March 2022	Presentations
Presentations	22 March 2022	Presentations
Lecture 5	05 April 2022	Internal Analysis 1. What is internal analysis 2. Financial analysis 3. Company capability profiling 4. Product portfolio matrix
There are no classes Tuesday the 29th of March		
Lecture 6	12 April 2022	Internal Analysis 1. Product lifecycle analysis 2. Vulnerability analysis 3. SWOT analysis
Lecture 7	19 April 2022	Matching Internal and External 1. SWOT matrix 2. Strategic position and action evaluation tool 3. Grand strategy matrix 4. Directional policy matrix 5. Strategic Alternatives
Lecture 8	26 April 2022	Decision Tools 1. Quantitative strategic planning matrix 2. Stakeholder analysis matrix 3. Assessment of cultural impact
Presentations	03 May 2020	Presentations
Presentations	10 May 2020	Presentations