Strategic planning is about competitive advantage and performance. Why does one firm perform better than another? How can a firm maintain its competitive advantage over time? Specifically, this course focuses on an understanding of the concepts, processes, players, and institutions in the strategic business environment and on how managers can develop and implement effective business-level and corporate-level strategies through external (industry-level) and internal (firm-level) analyses.

An overview of strategic planning models which will enable you to:

- Analyze the internal and external environments of the firm through a SWOT analysis and its underlying components, including VRIO, Value Chain, and 5 Forces analyses
- Understand the types and implementation of business-level and corporate-level strategies as well as their benefits and drawbacks
- Distinguish the benefits and drawbacks of strategic implementation vehicles (e.g., mergers, acquisitions, takeovers, alliances, restructuring, Foreign Direct Investment)
- Discuss the function of corporate governance in a public corporation as well as the current issues related to corporate governance
- Explain biases associated with strategic planning and strategic decision making

Case studies and general financial concepts will be used to illustrate and enhance understanding of the concepts presented.

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