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Business Strategy

1130 - 1300 Content: Fundamentals of strategic management Introduction Concept of strategy and strategic management Introduction to working with cases Readings: Dess/Lumpkin/Eisner (2008) pp 4 - 17 Grant (2010) pp 3 - 30 Hungenberg (2014) pp 3 - 25, 75 - 86 Session 2: Case study "Aldi: The Dark Horse Discounter" October 30

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Course Syllabus - University of Texas at Dallas

identify the strategic problems of a firm and develop ethical solutions to those problems integrate skills acquired in finance, accounting, marketing, operations management, and MIS courses to create a successful firm strategy Required Textbook (further referred to as DLEM) GG Dess, GT Lumpkin, AB Eisner, and G McNamara

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strategic management as well as thorough coverage of contemporary topics such intellectual assets, entrepreneurship, innovation, knowledge management, internet ...

Dra. Bertha Valera

Por lo general, una visión estratégica se expresa bien en uno o dos párrafos, y los administradores deben ser capaces de explicarla al personal y a terceros en cinco o diez minutos

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