**INITIAL ASSIGNMENT**

**Strategic Management Process Familiarization (100 Points)**

**Requirements:**

A. Please read the following textbook sections:

 1) General Environment Analysis: Review Table 2.1, p. 40; read pp. 43-52.

 2) Industry Environment Analysis: Review Figure 2.2, p. 53; read pp. 53-61.

 3) Competitor Analysis: Review Figure 2.3, p. 64; read pp. 63-65.

 4) Value Chain Analysis: Review Figures 3.3, 3.4, 3.5, pp. 91-93; read pp. 90-94.

 5) Stakeholder Analysis: Review Figure 1.4, p. 20; read pp. 19-22.

 6) Financial Ratio Analysis: Review Appendix II, Tables A-1 to A-5 in Introduction to Case

 Studies section, pp. C11-C12.

 7) Sustainable Competitive Advantage Analy.: Review Table 3.5, p. 90; read pp. 81-90.

 8) Business-level Strategies: Review Figure 4.1, p. 115; read pp. 114-116.

 9) Corporate-level Strategies: Review Figure 6.1, p. 180; read pp. 179-183.

 10) International-level Strategies: Review Figure 8.4, p. 248; read pp. 248-252.

 11) Cooperative Strategies: Review Section 9-1a. Read p. 282.

 12) 7S Analysis: Read pp. 17-25 of Waterman, Peters & Phillips 1980 article in Unit 1 of

 Desire2Learn.

B. Please create a three level outline of what you have read as follows (please use the format below):

I. General Environment Analysis

 A. Seven Segments (**briefly** describe)

 1. Elements within Segments (**briefly** describe)

II. Industry Environment Analysis (Five Forces)

 A. Five Forces (**briefly** describe)

 1. Factors (**briefly** describe entry barriers and factors that make each force high)

III. Competitor Analysis

 A. Five Components

 1. Questions within each Component

IV. Internal Analysis

 A. Value Chain Analysis

 1. Eight Areas (**briefly** describe)

 B. Stakeholder Analysis

 1. Three Types of Stakeholders (include examples shown)

 C. Financial Ratio Analysis

 1. Five Ratio Types (**briefly** describe and include one example for each type)

 D. Sustainable Competitive Advantage Analysis

 1. Resources (two types-**briefly** describe)

 2. Capabilities (**briefly** define)

 3. Core Competencies (**briefly** define)

 4. Competitive Advantage (**briefly** define)

 5. Sustainable Competitive Advantage (list and **briefly** describe VRIN criteria)

V. Strategies and Strategy Implementation

 A. Business Level

 1. Five Types (**briefly** describe)

 B. Corporate Level

 1. Five Levels of Diversification (**briefly** describe)

 C. International Level

 1. Three Types (**briefly** describe)

 D. Cooperative

 1. Three Major Types (**briefly** describe)

 E. 7S Implementation Analysis

 1. Seven Areas (**briefly** describe)

**The Rubric for Grading**

** **