

(MGM 630)

Strategic and Operational Management

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جامعة الجميع الذكية

Lecture 1

Basic Model of Strategic Management



1. What Strategy Is: Gaining and Sustaining Competitive Advantage.
2. Stakeholders and Competitive Advantage.
3. The AFI Strategy Framework.





1. Vision, Mission, and Values
2. Strategic Leadership.
3. The Strategic Management Process.



Lecture 3

External Analysis: Industry Structure, Competitive Forces, and Strategic Groups

1. The PESTEL Framework .
2. Industry Structure and Firm Strategy: The Five Forces Model.
3. Changes over Time: Industry Dynamics.
4. Performance Differences within the Same Industry: Strategic Groups.



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1. Core Competencies.
 2. The Resource-Based View.
 3. The Dynamic Capabilities Perspective.
 4. The Value Chain Analysis.
 5. Implications for the Strategist.



Lecture 5

Competitive Advantage, Firm Performance, and Business Models



- 1. Competitive Advantage and Firm Performance.**
- 2. Business Models: Putting Strategy into Action.**

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1. **Business-Level Strategy: How to Compete for Advantage**
 2. **Differentiation Strategy: Understanding Value Drivers**
 3. **Cost-Leadership Strategy: Understanding Cost Drivers**
 4. **Business-Level Strategy and the Five Forces: Benefits and Risks**
 5. **Blue Ocean Strategy: Combining Differentiation and Cost Leadership**



Lecture 7

Corporate Strategy: Vertical Integration and Diversification



1. What Is Corporate Strategy?
2. The Boundaries of the Firm:
3. Vertical Integration along the Industry Value Chain:
4. Corporate Diversification: Expanding Beyond a Single Market,



Lecture 8

Organizational Design: Structure, Culture, and Control

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1. **Organizational Design and Competitive Advantage.**
 2. **Strategy and Structure.**
 3. **Organizational Culture: Values, Norms, and Artifacts.**
 4. **Strategic Control-and-Reward Systems.**



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1. The Shared Value Creation Framework.
 2. Corporate Governance.
 3. Strategy and Business Ethics.



Key questions

- What is operations management?
- Why is operations management important in *all* types of organization?
- What is the input-transformation-output process?
- What is the process hierarchy?
- How do operations and processes differ?
- What do operations managers do?



Course Learning Outcomes

- Understand the business process and analyze the operations
- Acquire knowledge of production planning and resource management
- Understand the concept of Corporate Vision - Mission and Objectives



Course Learning Outcomes

- Understand the concept of SWOT and Portfolio Analysis
- Understand the different stages in strategy formulation process
- Understand the concept of Strategic Business Unit and Business Process re-engineering.



References

1. Strategic management, third edition, 2017

By Frank t. Rothaermel
Georgia Institute of Technology

2. Operations management, Eighth edition

By Nigel Slack Alistair Brandon-Jones
Robert Johnston



Be Ready



Our Mission

Our Mission is to promote knowledge, encourage



Our Values

We stand for scientific honesty in research and



Our Commitment



Our Promise

We do not prevent anyone from obtaining their right to



كل التوفيق لكم

