Introduction to Strategic Management

How did Nokia, once the world's most successful mobile phone manufacturer, end up losing against newcomers, Apple and Samsung, who continue to thrive? Bad strategy? Or just plain bad luck? Why did Google succeed so spectacularly in the Internet search engine space, while Yahoo, the original go to destination on the internet put up its business for sale, Inferior technology or bad position? How did Kodak go from being the world's best known and most innovative photographic company to becoming bankrupt? Lack of understanding of the changing business context or inability to adapt. Why are there winners and losers in the industries in which firms compete?

What ultimately wins in the marketplace? Best product, best strategy, Adapting to a changing business context, all of these, but none of these. In this course, we address these questions by examining the context in which the firm competes, positioning of the firm and its competitive environment, resources and capabilities which the firm possesses and its diversification initiatives.

This course will help you understand how firms compete by using the important analytical approaches that underlie the field of strategy. To compete successfully, managers must view the firm in its totality and in the context of its environment. In completing this course, you will have a good understanding of what does managing a firm strategically imply? How does a firm create and sustain its competitive advantage? How does a firm manage a portfolio of businesses? We welcome you to explore all of these and much more in our course on strategic management.