

Strategy

Application-Based Activities

Included in McGraw Hill Connect®

Application-Based Activities Descriptions	Strategic Management [6 ABAs] Dess	Strategic Management [6 ABAs] Rothaermel
<p>Alliances: Expanding Your World Can you help an online magazine find the right type of partnership and the right partner?</p>	✓	
<p>Build-Borrow-Buy: Exploring Options for your World Can you help an online magazine find the right type of partnership and the right partner?</p>		✓
<p>Generic Strategies: A Taste for Strategy Can you help a restaurant group choose their next restaurant by applying Porter's generic strategies? You will need to figure out which cost drivers and which value drivers are most important.</p>	✓	✓
<p>Industry Lifecycle: It's Your Call You are a junior consultant at Marketing Making Consultants. Your manager, Evan, has brought you in to meet with Lakshmi, the CEO of SmartCom. SmartCom provides telecommunications solutions for businesses and has several business units. She would like your advice on what to do with two of those business units in their respective industries.</p>	✓	✓
<p>Porter's Five Forces: New Lights for Classic Styles Before entering the lighting fixture industry, a furniture manufacturer wants to make sure it's a wise decision. Can you help analyze the industry they want to enter?</p>	✓	✓
<p>Resources Based View: To Buy or Not to Buy You are a junior consultant at Goliath Capital, and you have been asked to work with a senior analyst to analyze your firm's potential acquisition of Lavish Living, a chain of retirement communities for senior citizens.</p>	✓	✓
<p>Vertical Integration: It's About Time You are an internal analyst for a high quality watch manufacturer. Your COO has asked you to look into competitive responses to the influx of new watch manufacturers.</p>	✓	✓