

# Strategic Management Dess Lumpkin Eisner 7th Edition Bing

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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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Strategic Management 6 & Integrating Intuition and Analysis 7 & Adapting to Change 8 Key Terms in Strategic Management 9 Competitive Advantage 9 & Strategists 10 & Vision and Mission Statements 11 & External Opportunities and Threats 11& Internal Strengths and Weaknesses 12 & Long-Term Objectives 13 & Strategies 13 & Annual Objectives 13

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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

**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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**Key Success Factors in Airlines: Overcoming the Challenges**

European Journal of Business and Management wwwiisteorg ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol5, No30, 2013 84 Key Success Factors in Airlines: Overcoming the Challenges Marcella Riwo-Abudho 1, Lily W Njanja 1 & Isaac Ochieng 2 1 School of Business, Kabarak University 2 Department of Mathematics and Dess, Lumpkin & Eisner