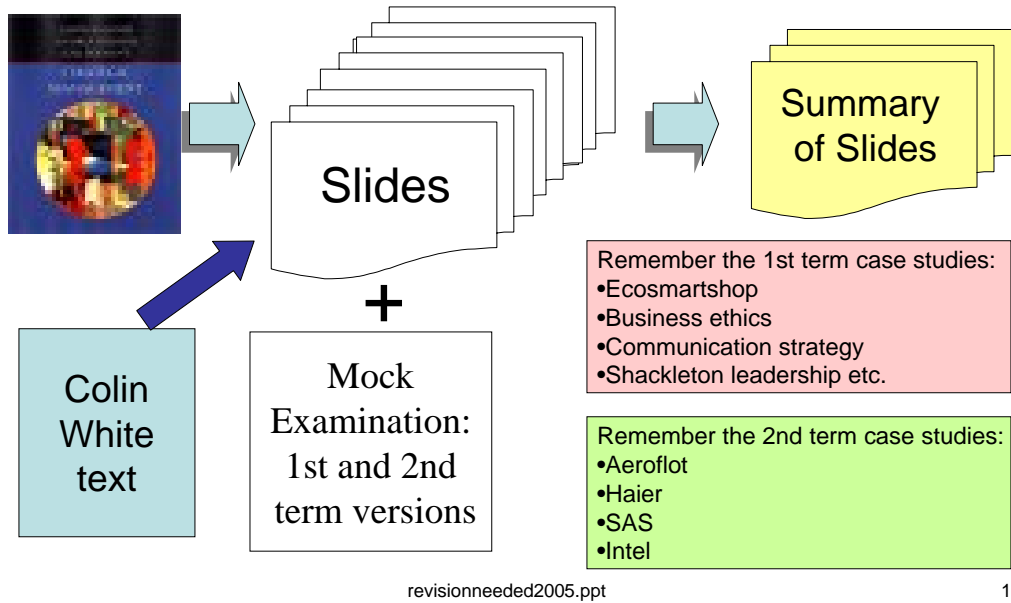


## What and How to Revise for 2nd Term exam



## Recommended Revision

### 1st Term (Podolny et al. Text only)

- Read the summaries of all lessons and also the mock examination provided. Read chapters 1-7
- Prepare a list of your personal cases/experiences

### 2nd Term (in addition to 1st term readings)

- Basic lesson/chapter reading chapters: 9 and 11  
Extended chapter reading should **ALSO** include chapters:13 and 15
- White:especially first 4 chapters and case studies.
- Case studies tackled in class (Haier, Aeroflot, SAS and Intel)

## Key things to Think About and Know

- Standard definitions in SM
- PLC and How/why company strategy change
- Strategic thinking and planning
- The effects of globalisation
- Types of competition
- Basic SM models and tools
- The life of industries and economies of scale
- The SM process
- Competitive advantage
- Examples of trends, megatrends etc.
- Vision and Mission

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### **Further Details for Revision**

1st Term based Podolny et al. Text only

**Read and Apply:** Ch. 1 to 7 pp.1-184 (Incl. the spectrum of competition)

Prepare your examples of strategy

2nd Term based Podolny et al. and White texts

Read ONLY

Lessons 13-14 looks at trends: pp.381-397

Lessons 15-16 pp.25-36, pp.387-397

Lessons 17-18 pp. 215-238, pp.351-379 and pp.387-399

Lessons 19-20 pp.222-225, pp.284-287 and pp.399-400

Lessons 21-22 pp.329-349

Lessons 23-24 pp.271-304

**Read and Apply:** White ch. 1 to 4 (pp. 1-147) and Case studies (pp.699-797)

**Notes:** The first term lessons are in-line with chapters 1-7 of the text book and then from the 2nd term onwards I have assembled my lessons based on several texts. Except where stated the above page numbers and previous chapter numbers refer to the Saloner-Shapard-Podolny text.

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