

Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

ExecEd@mcombs.utexas.edu | www.mcombs.utexas.edu/ExecEd



Strategic Management

This program is designed to acquaint managers with the basics of strategic thinking and strategic analysis as it is practiced. It is intended to enhance strategic capabilities of both line and staff managers. In addition to showing how various tools and techniques that are commonly employed in strategic analysis are employed, the emphasis in the course will be on acquiring an understanding of the economic forces that underlie successful strategic actions, on understanding how to perceive products, processes, firms and industries in a strategic manner, and on how to think strategically and globally.

We will cover the key elements of strategy as exemplified by Michael Porter's approach to industry analysis (the approach that currently dominates strategy). The various levels of strategy in an organization will be defined, illustrated and discussed. A general outline of the strategy process will be examined and Porter's five forces analysis will be explained. We will also introduce the traditional economic factors that underlie strategy, including economies of scale and scope, and the experience curve. The concept of generic strategies will be examined and related to the value chain and then discussed in terms of a variety of examples. The session will conclude with an in-depth discussion of the strategic performance of a firm that is about to achieve dominance of its industry.

The evolution of market structures will be examined to give you a deeper understanding of how industries and competitors evolve. Different types of competitors and their competitive strategies will be identified. You will also explore the connection between the speed of product development and life cycles to organization, strategy and marketing issues as it applies to all industries. The focus will be on how the organization and the marketplace differ for various lengths of technology cycles, and you will discuss how industries and firms are affected when technology cycles shorten. Finally, the economies of the U.S., Germany and Japan, and by extension the Americas, Europe and Asia, will be scrutinized. A historical and current perspective will be presented, as well as a look into the next 10 years.

Topics

- Sustainable advantage and competitive dynamics
- Strategy Formulation
- Evolution of Market Structures
- Technology and Organization
- Understanding Global Economies

Key Benefits

- Learn how the various tools and techniques of strategic analysis are employed
- Understand the economic drivers that affect strategy
- Enhance strategic capabilities of both staff and line managers
- Acquire an understanding of economic forces that underlie successful strategic actions
- Identify the strategic forces affecting your area of business
- Learn how to perceive products, processes, firms, and industries in a strategic manner
- Understand the strategy implementation process
- Learn how to think strategically

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Faculty

Rob Adams, Ph.D.

Director of Texas Venture Labs, Lecturer in the Department of Management.

Dr. Adams is an active investor, author and consultant, and on the staff of the management department at the University of Texas at Austin's McCombs School of Business, where he is also the Director of Texas Venture Labs. Adams is an active angel investor and is affiliated with numerous venture funds, several of which he started. Throughout his venture and operating career he has been a founding investor in more than 30 companies, including Waveset, Newgistics, and Troux. Before entering the venture business, he was a technology executive for 18 years. He started his career with Lotus (now part of IBM), joining the company shortly after its public offering. Adams was instrumental in the development and launch of both 1-2-3 for Macintosh and Lotus Notes. He went on to be founder and CEO of Business Matters, a venture backed developer of financial modeling products and was an executive with Pervasive Software, a company he helped take public in 1997. In addition to graduating from the Marine Corps' Officer Candidate School, Rob Adams holds a Bachelor of Science in Engineering from Purdue University, a Masters of Business Administration from Babson College's Olin School of Management, and a Ph.D. in Management from Capella University. He is a nationally recognized expert and speaker on entrepreneurship, company and product strategy, marketing and technology issues.

John Doggett, MBA

Senior Lecturer, Department of Management

John N. Doggett is a Senior Lecturer of International Entrepreneurship and Management at the McCombs School of Business of the University of Texas at Austin. Professor Doggett is also a Senior Research Fellow at UT's IC² Institute and co-founder of UT's *International Idea to Product Competition*[™]. Since 2000, Professor Doggett has spent part of each summer and winter teaching entrepreneurship and global competition workshops in Austria, China, Japan, Korea, Malaysia, Mexico, Singapore and Thailand. Professor Doggett is a co-author with Professor Konana, McCombs faculty, and Professor Balasubramanian, of UNC of "*Advantage China*," an article comparing the economic development strategies of China and India. Some of his teaching honors include Outstanding Professor Awards in the Executive MBA Program (2009), Full-Time MBA Program (2008), Texas Evening MBA Program (2007), and the Texas Executive MBA Program at Dallas / Fort Worth (2004), as well as an Outstanding Faculty Award in Executive Engineering Management.

Registration and Fees

The program fee includes materials, lunches and breaks.

You may register on-line at WWW.MCCOMBS.UTEXAS.EDU/EXECED
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:

WWW.MCCOMBS.UTEXAS.EDU/EXECED/PARTICIPANT-RESOURCES/REGISTER#CANCELLATION

Continuing Education Credits

Participants earn 1.40 continuing education credits (CEU), or 14 CPE. There are no prerequisites for this program and a certificate of completion will be presented from Texas Executive Education.

Schedule

This two-day program meets from 8:30 a.m. to 4:30 p.m. A program schedule and a campus map with location information will be sent approximately two weeks prior to the session with your paid registration.