

MM531 Seminar 13

A Quick Review



Course Content

What is strategy and why is it important?
- Defining a Company's Direction, Vision and Mission
- Identifying Core Strategy
- Understanding a Company's External Environment
- Understanding a Company's Internal Resources, Capabilities, and Competitive Advantage
- What are Generic Competitive Strategies – which one is right for you?
- How is strategy a company's competitive position?
- Concrete Strategic Decisions and the Multi-Business Company
- Strategies for Competing in International Markets
- Ethics, Corporate Social Responsibility
- International Understanding and Strategy
- Building an Organizational Culture of Great Strategy Execution
- Managing the Global Organization: Addressing International Issues, Managing Resources
- Corporate Culture and Leadership: Keys to Great Strategy Execution

Take-Home Exam

Start: 09:00 on May 3
Finish: 23:59 on May 7

Module



Exam

Exam questions and answers

Revision

- All topics covered in last 12 seminars
- Practice PDF



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Exam

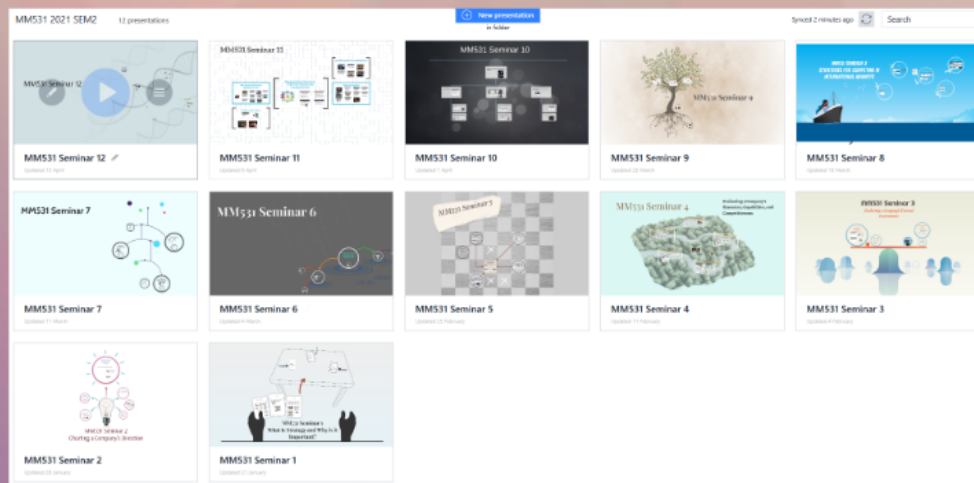
Exam questions and answers

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A Quick Review





MM531 Seminar 12

MM531 Seminar 12 

Updated 15 April



MM531 Seminar 11

MM531 Seminar 11

Updated 8 April



MM531 Seminar 10

MM531 Seminar 10

Updated 1 April



MM531 Seminar 9

MM531 Seminar 9

Updated 25 March



MM531 Seminar 8

MM531 Seminar 8
STRATEGIES FOR COMPETING IN
INTERNATIONAL MARKETS

Updated 18 March



MM531 Seminar 7

MM531 Seminar 7

Updated 11 March



MM531 Seminar 6

MM531 Seminar 6

Updated 4 March



MM531 Seminar 5

MM531 Seminar 5

Updated 25 February



MM531 Seminar 4

MM531 Seminar 4
Evaluating a Company's
Resources, Capabilities, and
Competitiveness

Updated 11 February



MM531 Seminar 3

MM531 Seminar 3
Enduring a Company's External
Environment

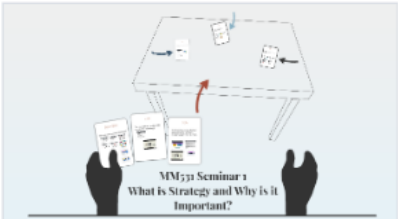
Updated 4 February



MM531 Seminar 2

MM531 Seminar 2
Charting a Company's Direction

Updated 28 January



MM531 Seminar 1

MM531 Seminar 1
What is Strategy and Why is it
Important?

Updated 21 January

Course Content

- What is Strategy and Why is it Important?
- Charting a Company's Direction: Vision and Mission, Objectives, and Strategy
- Evaluating a Company's External Environment
- Evaluating a Company's Resources, Capabilities, and Competitiveness
- The Five Generic Competitive Strategies – Which One to Employ?
- Strengthening a Company's Competitive Position
- Corporate Strategy: Diversification and The Multi-business Company
- Strategies for Competing in International Markets
- Ethics, Corporate Social Responsibility, Environmental Sustainability and Strategy
- Building an Organization Capable of Good Strategy Execution
- Managing Internal Operations: Actions That Promote Good Strategy Execution
- Corporate Culture and Leadership: Keys to Good Strategy Execution

COURSE CONTENT

- What is Strategy and Why is it Important?
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Notice



Format

- A case with sub-questions: 50 marks
- Answer another two scenario based questions: 25 marks each

Notice



The Hong Kong Polytechnic University
Department of Management and Marketing
Take-Home Exam Assessment

Subject Title:	Strategic Management	Subject Code:	MM2511
Semester:	Semester Two, 2020/21	Date:	18 March 2021
Date and time of releasing the exam paper:	5 May 2021 09:00	Schedule:	
Format:	Open book	Deadline:	7 May 2021 23:59
		Subject Coordinator:	Dr Yikwan Lung

Please read the following rules carefully:

1. This take-home exam for MM2511 Strategic Management is an open book exam.
2. Students should prepare their answer scripts by MS Word. The examiner will not mark any scripts not prepared by MS Word. Save your file name with the following properties by MM2511_@POLYTECHNIC@STUDENTID_QUESTION. For example MM2511_Yuan-Chen-Tai-May_XXXXXXXXXX_Q1.
3. The deadline of submission to Blackboard is on 7 May 2021 at 23:59. The examiner will not mark the late submitted answers.
4. Students should submit the answers of each question on Blackboard separately according to the question number. Put down your full name, student number and question number clearly on each page of your answer scripts by creating a header in the MS Word file. The examiner will not mark any wrong submission that is not matching the question number.
5. Students should use their own words to prepare the answer scripts. Do not just cite and reference but whenever you need to cite, you must not copy and paste words or sentences directly from other sources and treat it as yours. The examiner will not give any mark to a script with plagiarised content for the entire question.

The Hong Kong Polytechnic University
Department of Management and Marketing
Take-Home Exam Announcement

Subject Title:	Strategic Management	Subject Code:	MM531
Session:	Semester Two, 2020/21	Date:	18 March 2021
Date and time of Releasing the exam paper	: 3 May 2021 09:00	Submission Deadline:	7 May 2021 23:59
Format :	Open book	Subject Examiner:	Dr Vincent Leung

Please read the following notes carefully.

1. This take-home exam for MM531 Strategic Management is an open book exam.
2. Students should prepare their answer scripts by MS Word. The examiner will not mark any scripts not prepared by MS Word. Save your file name without removing the file properties by MM531_FULLNAME_STUDENTID_QUESTION#. For example: MM531_Peter Chan Tai Man_XXXXXXXXG_1a.
3. The deadline of submission to Blackboard is on 7 May 2021 at 23:59. The examiner will not mark the late submitted answers.
4. Students should submit the answers of each question on Blackboard separately according to the question number. Put down your full name, student number and question number clearly on each page of your answer scripts by creating a header in the MS Word file. The examiner will not mark any wrong submission that is not matching the question number.
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Format

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Revision

- All Prezi PDF in last 12 seminars
- Padlet PDF



A photograph of a busy city street, likely in Japan, with many pedestrians walking. In the background, there are storefronts, including one for 'Superdry' with Japanese text and a Starbucks logo. The image is used as a background for a quote.

”

THERE IS ALWAYS A
BETTER STRATEGY
THAN THE ONE YOU
HAVE, YOU JUST
HAVEN'T THOUGHT
OF IT YET.

SIR BRIAN PITMAN

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- Defining a Company's Direction, Vision and Mission
- Identifying Core Strategy
- Understanding a Company's External Environment
- Understanding a Company's Internal Resources, Capabilities, and Competitive Advantages
- What are the key strategic decisions a company makes?
- How do these decisions affect a company's competitive position?
- How do these decisions affect a company's financial performance?
- How do these decisions affect a company's reputation?
- How do these decisions affect a company's sustainability?
- How do these decisions affect a company's social responsibility?
- How do these decisions affect a company's ethical behavior?
- How do these decisions affect a company's legal compliance?
- How do these decisions affect a company's risk management?

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