

Module 05 - Align Decision with Business Strategy Module 05 - Align Decision with Business Strategy item options

October 15 - 27

Learning outcomes for this module

1. Evaluate business strategy
2. Explain competitive advantages of a company
3. Link decision and desired outcome with an organization's strategy to create long-term value
4. Identify organizational compatibility to changes (inertia)
5. Explain growth innovation
6. Set objectives of products at different stages of lifecycle

Topic 1 - Module Introduction Duration about 5 minutes. Download: [Transcript](#)

Recommended reading Attached Files:

Porter - How competitive five forces shape strategy.pdf (6.087 MB)

Make sure you read this article before moving to the next unit.

Topic 2 - Porter Five Forces Introduction Duration about 6 minutes. Download: [Transcript](#)

Topic 3 - Porter Horizontal Forces Duration about 14 minutes. Download: [Transcript](#)

Topic 4 - Porter Vertical Forces Duration about 7 minutes. Download: [Transcript](#)

Quiz 7 Time: 20 minutes

Due: October 17

Topic 5 - Porter Five Forces Summary Duration about 3 minutes. Download: [Transcript](#)

A company's ability to respond to an unplanned event, good or bad is a prime indicator of its ability to compete. Bill Gates

Topic 6 - Ford Motor Competitive Analysis Duration about 11 minutes. Download: [Transcript](#)

Topic 7 - Ford Motor Competitive Analysis Revisited Duration about 3 minutes. Download: [Transcript](#)

Ford Motor Company five force analysis report Attached Files:

Automotive Industry competitive force analysis for Ford Motor Company.pdf (367.549 KB)

Attached is the report of the Porter's Five Force analysis of the automobile industry that I conducted based on Ford Motor Company public information. You can use this as an example for your Five Force analysis assessment.

Topic 8 - Five Forces Analysis Project Duration: About 1 minute. Download: [Transcript](#)

Assessment: Porter's five forces analyst Due: October 27 **Objective:** Apply Porter's five force framework to analyze an electric vehicle company like Tesla, Inc. or some other company of your choice
Deliverable: Submit an essay (~600 words in PDF format) to appraise the strength (weak, moderate, or strong) of each force that affects the profitability of the industry that the company belongs to.

Topic 9 - Porter Generic Strategies Duration about 6 minutes. Download: [Transcript](#)

Topic 10 - Value Creation Duration about 6 minutes. Download: [Transcript](#)

"If you don't have a competitive advantage, don't compete." Jack Welch

Topic 11 - Strategic Positioning Duration about 6 minutes. Download: [Transcript](#)

"Don't try to be all things to all people. Concentrate on selling something unique that you know there is a need for, offer competitive pricing and good customer service." Lillian Vernon

Topic 12 - Cost Leadership and Differentiation-strategies Duration about 7 minutes. Download: [Transcript](#)

Topic 13 - Porter Competitive Value Chain Introduction Duration about 3 minutes. Download: [Transcript](#)

"Our business is about technology, yes. But it's also about operations and customer relationships." Michael Dell

Topic 14 - Porter Competitive Value Chain Primary Activities Duration about 3 minutes. Download: [Transcript](#)

Topic 15 - Porter Competitive Value Chain Support Activities Duration about 4 minutes. Download: [Transcript](#)

Quiz 8 Time: 15 minutes

Due: October 20

Recommended reading Attached Files:

Being early beats being better.pdf (2.024 MB)

Make sure that you read this article before moving to the next unit.

Topic 16 - First Mover and Fast Follower Introduction Duration about 3 minutes. Download: [Transcript](#)

Be big and fast and flexible. Reed Hastings

Topic 17 - First Mover and Fast Follower Advantages Duration about 9 minutes. Download: [Transcript](#)

Recommended reading Attached Files:

When first movers are rewarded, and when they're not.pdf (320.491 KB)

Make sure that you read this article before moving to the next unit.

Topic 18 - First Mover Versus Fast Follower Duration about 5 minutes. Download: [Transcript](#)

An organization's ability to learn and translate that learning into action rapidly is the ultimate competitive advantage. Jack Welch

Topic 19 - Ford as First Mover and Fast Follower Duration about 3 minutes. Download: [Transcript](#)

Quiz 9 Time: 15 minutes

Due: October 23

Definition Portfolio: a range of products or services offered by an organization - Oxford dictionary

Topic 20 - Portfolio Decision Making Process Duration about 3 minutes. Download: [Transcript](#)

Watch - Topic 21 - Ford Motor EV Strategy Duration about 6 minutes. Download: [Transcript](#)

Topic 22 - Ford Motor EV Business Objectives Duration about 4 minutes. Download: [Transcript](#)

Topic 23 - Ford Motor EV Portfolio Objectives Duration: about 5 minutes. Download: [Transcript](#)

Topic 24 - Ford Motor EV Portfolio Decision Metrics Enabled: Statistics Tracking Duration about 5 minutes. Download: [Transcript](#) [Spreadsheet](#)

Topic 25 - Ford Motor EV Portfolio Assessment Duration about 7 minutes. Download: [Transcript](#)

Topic 26 - Good Implementation Practices Duration about 4 minutes. Download: [Transcript](#)

Quiz 10 Time: 15 minutes

Due: October 27

Topic 27 - Strategy Module Summary Enabled: Statistics Tracking Duration about 2 minutes. Download: [Transcript](#)