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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4797784_1)     Duration about 5 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4797784-dt-content-rid-36315008_1/xid-36315008_1)



**Recommended reading**     Attached Files:

* + [Porter - How competitive five forces shape strategy.pdf](https://tamu.blackboard.com/bbcswebdav/pid-4720008-dt-content-rid-34935250_1/xid-34935250_1) (6.087 MB)

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



**[Topic 2 - Porter Five Forces Introdution](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4797835_1)**     Duration about 6 minutes.  Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4797835-dt-content-rid-36315009_1/xid-36315009_1)

[**Topic 3 - Porter Horizontal Forces**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4797908_1)     Duration about 14 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4797908-dt-content-rid-36315010_1/xid-36315010_1)



[**Topic 4 - Porter Vertical Forces**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4798062_1)     Duration about 7 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4798062-dt-content-rid-36315011_1/xid-36315011_1)



[**Quiz 7**](https://tamu.blackboard.com/webapps/blackboard/content/launchAssessment.jsp?course_id=_124315_1&content_id=_4798089_1&mode=cpview)     Time: 20 minutes

Due: October 17



[**Topic 5 - Porter Five Forces Summary**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4798127_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4798127-dt-content-rid-36315012_1/xid-36315012_1)

*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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4798930_1)     Duration about 11 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4798930-dt-content-rid-36315013_1/xid-36315013_1)



[**Topic 7 - Ford Motor Competitive Analysis Revisited**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4799169_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4799169-dt-content-rid-36315015_1/xid-36315015_1)



**Ford Motor Company five force analysis report**     Attached Files:

[Automotive Industry competitive force analysis for Ford Motor Company.pdf](https://tamu.blackboard.com/bbcswebdav/pid-4720010-dt-content-rid-34935256_1/xid-34935256_1) (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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4957347_1)     Duration: About 1 minute. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4954748-dt-content-rid-36315016_1/xid-36315016_1)



[**Assessment: Porter’s five forces analyst**](https://tamu.blackboard.com/webapps/assignment/uploadAssignment?content_id=_4954729_1&course_id=_124315_1&group_id=&mode=cpview)     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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4800411_1)     Duration about 6 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4800411-dt-content-rid-36315018_1/xid-36315018_1)

[**Topic 10 - Value Creation**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4800550_1)     Duration about 6 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4800550-dt-content-rid-36315019_1/xid-36315019_1)



**“***If you don’t have a competitive advantage, don’t compete.”* Jack Welch



[**Topic 11 - Strategic Positioning**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4800780_1)     Duration about 6 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4800780-dt-content-rid-36315020_1/xid-36315020_1)



*“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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4800909_1)     Duration about 7 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4800909-dt-content-rid-36315021_1/xid-36315021_1)



[**Topic 13 - Porter Competitive Value Chain Introduction**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4801001_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4801001-dt-content-rid-36315022_1/xid-36315022_1)



**“***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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4801062_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4801062-dt-content-rid-36315023_1/xid-36315023_1)



[**Topic 15 - Porter Competitive Value Chain Support Activities**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4801142_1)     Duration about 4 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4801142-dt-content-rid-36315024_1/xid-36315024_1)



[**Quiz 8**](https://tamu.blackboard.com/webapps/blackboard/content/launchAssessment.jsp?course_id=_124315_1&content_id=_4954766_1&mode=cpview)     Time: 15 minutes

Due: October 20



**Recommended reading**     Attached Files:

[Being early beats being better.pdf](https://tamu.blackboard.com/bbcswebdav/pid-4720014-dt-content-rid-34935248_1/xid-34935248_1) (2.024 MB)

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



[**Topic 16 - First Mover and Fast Follower Introduction**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4801497_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4801497-dt-content-rid-36315025_1/xid-36315025_1)



*Be big and fast and flexible.* Reed Hastings



[**Topic 17 - First Mover and Fast Follower Advantages**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4801626_1)     Duration about 9 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4801626-dt-content-rid-36315026_1/xid-36315026_1)



**Recommended reading**     Attached Files:

[When first movers are rewarded, and when they're not.pdf](https://tamu.blackboard.com/bbcswebdav/pid-4720015-dt-content-rid-34935249_1/xid-34935249_1) (320.491 KB)

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



[**Topic 18 - First Mover Versus Fast Follower**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4954808_1)     Duration about 5 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4954808-dt-content-rid-36315027_1/xid-36315027_1)



*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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4803175_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4803175-dt-content-rid-36315028_1/xid-36315028_1)



[**Quiz 9**](https://tamu.blackboard.com/webapps/blackboard/content/launchAssessment.jsp?course_id=_124315_1&content_id=_4954793_1&mode=cpview)     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**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4803187_1)     Duration about 3 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4803187-dt-content-rid-36315029_1/xid-36315029_1)



[**Watch - Topic 21 - Ford Motor EV Strategy**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4803298_1)     Duration about 6 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4803298-dt-content-rid-36315030_1/xid-36315030_1)



[**Topic 22 - Ford Motor EV Business Objectives**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4803469_1)     Duration about 4 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4803469-dt-content-rid-36315033_1/xid-36315033_1)



[**Topic 23 - Ford Motor EV Portfolio Objectives**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4916508_1)     Duration: about 5 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4916508-dt-content-rid-36315035_1/xid-36315035_1)



[**Topic 24 - Ford Motor EV Portfolio Decision Metrics**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4884445_1)     Enabled: Statistics Tracking  Duration about 5 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4884445-dt-content-rid-36315036_1/xid-36315036_1)    [Spreadsheet](https://docs.google.com/spreadsheets/d/1YlfWbVrUt6ULsj7yHKJr3DMg5ifOkx7zeOdjRZM3lkA/edit?usp=sharing)



[**Topic 25 - Ford Motor EV Portfolio Assessment**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4885114_1)     Duration about 7 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4885114-dt-content-rid-36315037_1/xid-36315037_1)

[**Topic 26 - Good Implementation Practices**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4886797_1)     Duration about 4 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4886797-dt-content-rid-36315038_1/xid-36315038_1)



[**Quiz 10**](https://tamu.blackboard.com/webapps/blackboard/content/launchAssessment.jsp?course_id=_124315_1&content_id=_4954798_1&mode=cpview)     Time: 15 minutes

Due: October 27



[**Topic 27 - Strategy Module Summary**](https://tamu.blackboard.com/webapps/scor-scormengine-BBLEARN/delivery?action=launchPackage&course_id=_124315_1&content_id=_4887350_1)     Enabled: Statistics Tracking  Duration about 2 minutes. Download: [Transcript](https://tamu.blackboard.com/bbcswebdav/pid-4887350-dt-content-rid-36315039_1/xid-36315039_1)