Ethical and Strategic Management

Unit 2: Management Strategies Analysis

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Course Unit Structure

- Course Structure
 - Unit 1: Integrating Ethics into Business Strategy
 - ► Unit 2: Management Strategies Analysis
 - ▶ Unit 3: Managerial Strategy Formulation
 - ▶ Unit 4: Integrating Ethics into Business Implementation



Unit Two Learning Objectives

- Examine the internal and external factors that affect a business and drive its strategies, such as available resources and organizational capabilities
- Identify the components of well-written mission and vision statements



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Unit Vocabulary

- external factors
- internal factors
- mission statement
- vision statement



Overview: Unit Two Topics

- Internal and External Factors
- Mission statements
- Vision statements



2a What are Internal and External Factors?

- Internal Factors
 - capabilities, human resource factors, organizational design, and financial resources
- External Factors
 - b demographic, natural, economic, political, cultural, and technological factors



2a Internal and External Factors Example

External Forces Internal Forces • Low performance General environment Low satisfaction Social New mission Cultural New leadership • Demographic Conflict Change • Political • Economic Technological Business environment Industry Competition Consumer demands

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2a VRIO Framework

- Valuable
- Rare
- Costly to imitate
- Organized to capture value?



2b Mission and Vision Statements

- **mission statement** describes what a firm does or wants to do now.
- vision statement is focused on being aspirational and describes what a company hopes to do in the future. A vision statement is broad and answers the question "why do we exist?"



2b Mission, Vision and Strategy





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Conclusion

- Here's what you learned:
 - ► Examine the internal and external factors that affect a business and drive its strategies, such as available resources and organizational capabilities
 - ldentify the components of well-written mission and vision statements



What's Next?

- ► To prepare for the practice exam, consider one more review of the study guide and course materials.
- Good luck on the practice exam!



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