

STRATEGY TERM PROJECT



The HP Running Case, a related activity for each strategy term project module, is available in Connect.

//// Module 2: The Strategic Management Process

An effective *strategic management process* lays the foundation for sustainable competitive advantage. Strategic leaders design a process to formulate and implement strategy. Consider your chosen firm and how its leaders formulate and implement strategy to sustain a competitive advantage.

1. Identify the major goals of the company. What are its short-term versus long-term goals? What resources must the firm acquire to achieve its long-term goals?
2. Trace any changes in strategy that you can identify over time. Try to determine whether the strategic changes of your selected firm are a result of intended strategies, emergent strategies, or some combination of both.