

HONG KONG IGDS 2009
The Hong Kong Polytechnic University
Timetable for the Module
"Business Strategy & Strategic Management"

Weekday Mode

Date/Time	8:30am - 10:00am	10:15am - 11:45am	1:00pm - 2:30pm	2:45pm - 4:15pm	4:30pm - 6:00pm	6:15pm - 7:45pm	
Monday 16 Nov Venue: R601	Introduction to Strategic Management NB	Vision and Mission Statements NB	External Analysis NB	Internal Analysis NB	Case Study: The Need for Change * NB/WHI		
Tuesday 17 Nov Venue: R601	Marketing Dimension of Strategy VC		Financial Dimensions of Strategy MM		Case Study: Presentations NB/WHI	Strategic Positioning: Tools and Techniques NB	
Date/Time						6:30pm - 8:00pm	8:15pm - 9:45pm
Wednesday 18 Nov Venue: R601						Strategic Positioning: Tools and Techniques NB	Local Examples of Strategic Management VC
Date/Time	8:30am - 10:00am	10:15am - 11:45am	1:00pm - 2:30pm	2:45pm - 4:15pm	4:30pm - 6:00pm	6:15pm - 7:45pm	
Thursday 19 Nov Venue: R601	Strategic Analysis NB		Understanding Company Culture: Questionnaire NB	Understanding Company Culture: Video NB	Amazon Case Study * NB/WHI		
Friday 20 Nov Venue: R601	Local Case Study VC		Amazon Case Study * NB/WHI		Amazon Case Study: Presentations NB/WHI	Post-Module Assignment and Module Review NB/WHI	

Speakers : NB - Mr. Nigel Brennan, University of Warwick (UK Module Tutor)
 WHI - Dr. W.H. Ip, The Hong Kong Polytechnic University (Module Co-ordinator)
 VC - Dr. Vincent Cho, The Hong Kong Polytechnic University
 MM - Mr. Mark Mak, Chief Financial Officer, Convoy Financial Group Convoy Financial Services Ltd

Remarks:
 * Syndicate Rooms: R603, R608, R609 & R610

Updated: 16-10-2009