

MGMT 6850

1. Explain the following concepts:

- a. Vertical Integration. Provide examples of forward and backward integration. How do each of these strategies help a corporation in its goal of competitive advantage. a.2. When might a vertical integration subject a firm to anti-trust scrutiny?
- b. Horizontal Integration. Provide an example, and show how horizontal integration has added value and competitive advantage to the firm you have chosen. b.2. When might a horizontal integration subject a firm to anti-trust scrutiny?

2. Critically explain and evaluate the following:

- a. Corporate Mergers. Provide an example of a corporation that has merged, and indicate what kind of merger it was.
- b. Corporate Acquisitions. Provide an example of a corporate acquisitions in terms of reducing risks like entry barriers; adding new competencies, and lowering operations costs.

3. Write a critical analysis of the following two theories in strategic management:

- a. The Traditional Wealth-Maximization Strategy and its costs and benefits
- b. The Triple Bottom Line Strategy and its costs and benefits
- c. Which theory is likely to have greater importance in the next decade, and why?