



The Delta Model: The Overall Framework

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The Delta Model - an integrative strategic framework



15.904 Strategic Management II Outline and Schedule of Course

<u>Session</u>	<u>Topic</u>
1 - Mon 10/31	COURSE OVERVIEW Read: Hax & Majluf, Chapter 3
2 - Wed 11/2	CUSTOMER SEGMENTATION & CUSTOMER VALUE PROPOSITION Read: Hax, "Achieving the Potentials of Your Organization" Hax, "Overcome the Dangers of Commoditization"
3 - Mon 11/7	<i>GROUP PRESENTATIONS - CUSTOMER SEGMENTATION</i>
4 - Wed 11/9	THE FIRM AS A BUNDLE OF COMPETENCIES
5 - Mon 11/14	<i>GROUP PRESENTATIONS - FIRM AS BUNDLE OF COMPETENCIES</i>
6 - Wed 11/16	MISSION OF THE FIRM & CRAFTING OF STRATEGIC AGENDA Read: Hax & Majluf, Chapters, 7, 8 Read: Hax & Wilde, Chapter 6
7 - Mon 11/21	<i>GROUP PRESENTATIONS - MISSION AND STRATEGIC AGENDA</i>
8 - Wed 11/23	OPERATIONAL EFFECTIVENESS Read: Hax & Majluf, Chapter 21
9 - Mon 11/28	<i>GROUP PRESENTATIONS - OPERATIONAL EFFECTIVENESS</i>
10 - Wed 11/30	INNOVATION Read: Hax & Majluf, Chapter 20
11 - Mon 12/5	<i>GROUP PRESENTATIONS - INNOVATION</i>
12 - Wed 12/7	AGGREGATE & GRANULAR METRICS, & FINANCIAL EVALUATION Read: Hax & Wilde, Chapters 9 & 10
13 - Mon 12/12	<i>GROUP PRESENTATIONS - AGG/GRAN MET & FIN EVALUTION</i>
14 - Wed 12/14	FINAL WRAP-UP