

## **Art Project: Final Examination Competitive Strategy, MGT 455; Galbraith**

**Overview:** For your final examination in this class, I want you to create a piece of original art that you believe provides a depiction or representation of the strategic management process or some critical part of strategic management. For purposes of this assignment, art is defined as a symbolic representation of your ideas, emotions, or thoughts that are intended to convey a similar meaning to another.

**Purpose of Assignment:** Creativity is a very important quality of a strategic manager. The goal of this project is twofold. First, the exercise is to encourage you to think creatively about the “bigger picture” of strategic management, and second, the exercise is to encourage you to understand that much of “strategic thinking” derives from metaphor, analogy, and inductive logic.

### **Assignment Guidelines:**

1. **Art Categories** – Your artwork can be from one of the following categories:  
Oil, Water Color or Pen and Ink painting. This type of artwork should utilize symbolic representations of the intended concept – use of existing models and related words are discouraged (for example, don’t use an explicit representation of Porter 5-forces, such as writing the 5-factors on a billboard in your painting, etc. -- come up with some abstract representation of your own). No “collages”
2. **Strategic Management Concepts** – Your artwork must pertain to one or more of the following strategic management concepts that we have discussed in class (if you have another topic please clear with the instructor):
  - a. Senior executive compensation
  - b. Strategic decision-making
  - c. Structural characteristics of markets (either domestic or international)
  - d. Competitive advantage/competitive positioning
  - e. The strategic management process
  - f. International strategies, including licensing and exporting
  - g. Diversification strategies/synergy
  - h. Vertical integration strategies
  - i. Formalized planning/strategy process
  - j. Cooperative strategy (alliances and joint ventures)

### **Written Portion:**

1. Explain why your artwork represents your intended strategic management concept. This section should include: a) an insightful discussion of the “concept” (to show the instructor that you thoroughly understand the concept), and b) a discussion of how the elements of your artwork ties into this concept (so an uninformed observer knows exactly what you are trying to do) (about 4 pages, typed).
2. Evaluate the effectiveness of this project. How well did this assignment work in encouraging you to engage in creative and “big picture” thinking about strategic management? (1 page max.)

**Evaluation:** Your project will be evaluated based on three factors.

1. **Appropriateness of the artwork in conveying the strategic management principle.** The key to success here will be how persuasive you can be in your written summary explaining what the art is intended to represent.
2. **Depth of thought.** Stronger projects will demonstrate unique insights or meaningful conceptualization of important strategic management principles.
3. **Effort and/or creativity.**

**Due:** On the finals week