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MGMT 410

09/23/2013

(WIT)

1) Determining the current SWOT status of the school (perform a SWOT analysis)

Strengths

    a. There is a good leadership in the institute

    b. The students are disposed towards learning

    c. The Institute is equipped with modern educational and recreational facilities and internet services.

    d. There is a healthy social lifestyle in the institute, integrating learning and socialization thereby enjoying the best of both worlds.

    e. Proximity to the Boston's famous centers as the world most important medical research centers.

    f. Multicultural students' group.

Weaknesses

    a. Has a quite high tuition.

Opportunities

    a. Innovative and entrepreneurial opportunities in the institute.

    b. There are new technologies in the industry

Threats

    a. A lot of close competitors with similar services

2) Suggest and defend a strategy for the school follow in the future that would give us a competitive advantage (this can be one of the many known existing generic strategies or something you customize if you choose)

The school is strategically positioned in the city of Boston which is home to some of the world's famous centers. The school should take advantage of this position to grow their students' base especially international students. More importantly, the school needs to form strategic alliances and partnership with these institutes especially with the medical research centers. Advancements in technology has led to the development of new areas of science as a result of integrating and/or combining existing ones. An example in this area is telemedicine. The school can undertake researches in this area with the medical centers.

3) Suggest how we might implement your proposed strategy by using the McKinsey 75 framework.

The McKinsey 75 framework presents a seven-element model all aimed at strategy implementation. The institute as stated earlier has the capability of growing the student data base and introducing more innovative programs to improve the quality of their students. The institute should embark on developmental projects and actively involve the students in them. It could also be a student-led project motivate by the school that would require the partnership of other educational and research institutes. This will enhance learning and attract students to the institute. The school will grow and will also become innovative