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Strategic Management

Concepts of Strategic Management ch1

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§ A strategic management model runs throughout the first eleven chapters as a unifying concept. (Explained in Chapter 1) § The strategic audit, a way to operationalize the strategic decision-making process, serves as a checklist in case analysis. (Chapter 1)

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Definition of Business Policy. Business Policy defines the scope or spheres within which decisions can be taken by the subordinates in an organization. It permits the lower level management to deal with the problems and issues without consulting top level management every time for decisions. Business policies are the guidelines developed by an organization to govern its actions.

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Strategic management...Business policy...Strategy. Whatever its name, it's typically considered a "capstone" course ... Chapter 1 Basic Concepts of Strategic Management Module Management Strategy In class discussion: Strategy (Chapter 1) 2 Chapter 2 Corporate Governance

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Create a strategic plan for the selected organization starting from what you learned in Week One and using a similar strategic management process as Concepts in Strategic Management and Business Policy. You may also use information from the team project you completed for the selected organization in Week Four to create the strategic plan.

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