



BUSINESS MANAGEMENT
 LAP 10.1—Chapter 10.1
 Planning and Strategic Management
 What is the Planning Process?

Name _____
 Period _____
 Date Started _____
 Date Completed _____

DoDEA Standards

- ♦PT2c Make informed choices among technology systems, resources, and services
- ♦PT2d Apply generally accepted operations, management principles and procedures to the design of an operational plan.
- ♦PT2e Evaluate information critically and completely.
- ♦PT4c Use information accurately and creatively.

Objectives

- ♦ Explain the differences between formal and functional plans.
- ♦ Recognize the differences between strategic planning and operational planning.
- ♦ Discuss the differences among missions, goals, policies, procedures, and rules.
- ♦ Understand the role of SWOT analysis in planning and strategic management.
- ♦ Discuss the organizational factors that need evaluation in implementing strategic plans.

Resource

Text: Business Management
 Student Workbook and materials for above
 Chapter 10, Planning and Strategic Management (10.1—What is the Planning Process?)

Time Frame

3 hours

Introduction

In Chapter 10, Part 10.1, you will learn why businesses use strategic planning, the differences between formal and functional planning, how to define short-range, intermediate, and long-range plans, how to differentiate between operational and strategic plans, and how grand, business, and functional strategies work in a company.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

_____ Text: Read p. 227, Management Talk, and the workplace connections section and complete the questions for Analyzing Management Skills and Applying Management Skills on a separate sheet of paper.

_____ Text: Read Section 10.1, pages 228-235, What is the Planning Process?

_____ Text: p. 235, Section 10.1 Assessment: Key answers to critical thinking questions and case analysis.

_____ Workbook, pages 150-152: Skill Building Activities 1, 2, and 3 : Reading, Math and Writing Skills. Key answers on your Chapter 10 Word Answer Document.