



BUSINESS MANAGEMENT
 LAP 10.2—Chapter 10.2
 Planning and Strategic Management
 Strategic Management 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 (10.2—Strategic Management Process)

Time Frame

5 hours

Introduction

In Chapter 10, Part 10.2, you will learn what steps are taken in the strategic management process, the objectives of a company’s mission statement, the differences between missions and goals, how to differentiate among policies, procedures, and rules, how a SWOT analysis works, and what organizational factors need to be evaluated in implementing a strategic plan.

Assignments

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

_____ Text: Read Section 10.2, pages 236-245, Strategic Management Process. Remember to key answers to the BusinessWeek Management Model critical thinking and decision making on page 243.

_____ Text: Management Careers in Focus (Hospital Administrator), p. 239. Read and key answers to critical thinking questions.

- _____ Text: Section 10.2 Assessment, p. 245. Key answers to critical thinking questions and the case analysis.
- _____ Workbook: Complete Chapter 10 Review, pages 147-148 and 153-154.
- _____ Internet Extension (Haste Makes Waste) pages 39-40: Reminder: All DoDEA and School Internet Contract Rules apply to all assignments done on the Internet. Complete all questions.
- _____ Text: Chapter 10 Assessment, p. 247, Applying Management Principles. Prepare a short essay as directed on the two mission statements.
- _____ Internet Text Activity: BusinessWeek Online, page 247. Complete as directed. Find information on one of the search engines mentioned but prepare only a brief summary of it making sure you reference the article, date, and exact title. (You will not be presenting to the class).
- _____ Workbook: Complete Chapter 10 Word Processing Application, pages 158-159-160. Follow directions carefully and fill in your interpretation of your results and conclusions.
- _____ Workbook: Chapter 10 Self-Assessment: Using the text, complete self-assessment, pages 155-157.
- _____ **See the instructor for the Chapter 10 Test.**

Self Assessment - "I/I can . . ."

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- _____ Discuss the organizational factors that need evaluation in implementing strategic plans.