



BUSINESS MANAGEMENT
 LAP 10—Chapter 10
 Planning and Strategic Management

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

Time Frame 6 hours

Introduction

In Chapter 10, 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, how grand, business, and functional strategies work in a company, 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 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.
- _____ 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, pages 147 through 148 and 153 through 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 through 157.
- _____ **See the instructor for the Chapter 10 Test.**

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

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