

## C483 Principles of Management

### \*STRATEGIC PLANNING COMPETENCY - (21%)\*

**\*\*Words in Red are what to focus on for the OA, specific from what I remember**

The graduate can explain the strategic planning process.

**Describe the steps in the strategic planning process**

Chapter 4- "The Basic Planning Process"

**Focus on= Exhibit 4.1 and steps involved**

1. **Situational Analysis**
  - a. Gather, interpret, and summarize all info relevant to the planning issue. Analyzes past events, current conditions, and forecasts future trends. Internal/External forces at work.
2. **Alternative Goals and Plans**
  - a. Contingency plans, alt. actions for attaining each goal, the resources required to reach the goal through those means, and the obstacles that may develop.
3. **Goal and Plan Evaluation**
  - a. Advantages/Disadvantages, potential effects of each goal and plan. Prioritize and eliminate, consider implications, and high priority goals. Estimate costs and ROI.
4. **Selection**
  - a. Select the best goal and plan.
5. **Implementation**
  - a. Understand the plan, have the resources, and be motivated.
6. **Monitor and Control**
  - a. Implement control systems to measure performance – and **compare results** to the goals/plans. **Corrective action** towards resolution when necessary.

**Describe the concepts of strategic vision (intent), mission, and goals**

Chapter 4- "Strategic Planning"

**Focus on= Establishing Mission, Vision and Goals section**

- **Mission = Purpose**
  - The purpose of the company is the **MISSION**
- **Strategic Vision = Future**
  - (where the company is headed)
  - What the CEO wants for the company, "looking forward, I was this to be the best, most competitive company, with exponential growth and serving our customers"
- **Strategic Planning**
  - Decisions about the organization's long-term goals and strategies. Senior executives are responsible for the development/execution, but usually do not implement the entire plan personally.
- **Strategic Goals**
  - Major targets or results that relate to the long-term survival, value, and growth of the organization. Effectiveness + Efficiency.
- **Strategy**
  - Pattern of actions and resource allocations designed to achieve the goal of the org.
- **Tactical Planning**
  - Translates broad, strategic goals into specific goals and plans relevant to a particular unit in the org. – often a functional area like CS or HR. Major actions a unit must take to fulfill its part of the strategic plan.
- **Operational Planning**
  - Specific procedures and processes required at lower levels of the org.
- **Strategic Management**
  - Involves managers from all parts of the org. in the formulation and implementation of strategic goals and strategies.

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web rosa louise mccauley was born on february 4th 1913 in tuskegee alabama as a child she went to an industrial school for girls and later enrolled at alabama state teachers college for negroes present day alabama state university unfortunately parks was forced to withdraw after her grandmother became ill

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