



Business Strategy
The overall plan that defines the organization's long-term direction and scope, including the nature of the business, the markets in which the organization will compete, and the resources that will be used to achieve the organization's goals.

Strategic Management
The process of formulating, implementing, and evaluating cross-functional decisions that are intended to enable the organization to achieve its long-term objectives.

Strategic Analysis
The process of identifying and evaluating the organization's internal and external environments to determine the organization's strengths, weaknesses, opportunities, and threats.

Strategic Formulation
The process of developing and selecting the organization's strategic objectives and the strategies that will be used to achieve those objectives.

Strategic Implementation
The process of putting the organization's strategies into action, including the allocation of resources, the design of organizational structures, and the implementation of human resource management practices.

Corporate Strategy
The overall strategy that defines the organization's long-term direction and scope, including the nature of the business, the markets in which the organization will compete, and the resources that will be used to achieve the organization's goals.

Business Unit Strategy
The strategy that defines the organization's long-term direction and scope for a specific business unit, including the nature of the business, the markets in which the organization will compete, and the resources that will be used to achieve the organization's goals.

Functional Strategy
The strategy that defines the organization's long-term direction and scope for a specific functional area, including the nature of the business, the markets in which the organization will compete, and the resources that will be used to achieve the organization's goals.

External Environment
The environment outside the organization that can affect the organization's performance, including the market, the industry, and the economy.

Internal Environment
The environment inside the organization that can affect the organization's performance, including the organization's resources, capabilities, and culture.

Opportunities
External factors that the organization can exploit to its advantage.

Threats
External factors that could harm the organization's performance.

Strengths
Internal factors that give the organization a competitive advantage.

Weaknesses
Internal factors that put the organization at a competitive disadvantage.

Strategic Objectives
The organization's long-term goals and the specific actions that will be taken to achieve those goals.

Strategic Choices
The organization's decisions about which strategies to pursue and which resources to allocate.

Strategic Initiatives
The organization's specific programs and projects that will be used to implement its strategies.

Organizational Design
The process of designing the organization's structure, including the division of labor, the allocation of resources, and the design of reporting relationships.

Human Resource Management
The process of managing the organization's human resources, including recruitment, selection, training, and development.

Financial Management
The process of managing the organization's financial resources, including budgeting, financing, and investment.

SWOT Matrix
A matrix that summarizes the organization's strengths, weaknesses, opportunities, and threats.

Porter's Generic Strategies
A set of strategies that define the organization's competitive advantage in the market.

Strategic Management Process
The overall process of formulating, implementing, and evaluating cross-functional decisions that are intended to enable the organization to achieve its long-term objectives.

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