

Strategic Business Management and Planning

Unit Title	Strategic Business Management and Planning
Unit Reference Number	T/602/0128
Guided Learning Hours	180
Level	7
Number of Credits	20

Unit purpose and aim(s):

This unit aims to give learners a sound understanding of:

- the nature, scope and need for strategic business management and planning in international organisations
- the classical and contemporary models, concepts and tools used in business strategy and planning.
- how organisations identify and develop their goals and values
- the impact of political, economic, social, technological, environmental and legal factors
- the key forces that represent both opportunities and threats
- the strategy process to achieve of competitive advantage
- the future challenges affecting strategic business management and planning

Learning Outcome 1

The learner will: Understand the nature, scope and need for strategic business management and planning in international profit and not-for-profit organisations.

Assessment Criteria

The learner can:

Indicative Content

1.1 Explain the scope, nature and characteristics of strategic business management and planning in a global environment.	1.1.1 Examine the nature and context of businesses working in a global environment. 1.1.2 Consider the nature and scope of strategic decisions, in terms of time frames and level of decision-making. 1.1.3 Explain the characteristics of strategic decisions, including the aim of achieving competitive advantage, the effect of strategic decisions on the other organisational levels and the impact of environmental factors. 1.1.4 Examine Mintzberg's '5 Ps' to explain the concept of strategy.
1.2 Critically analyse the need for strategic business management and planning in a global environment.	1.2.1 Identify and explain the forces driving the need for strategic business management in a global environment, including: • Reduction in barriers to trade and investment; • Market liberalisation; • Economic development and modernisation; • Integration of worldwide financial markets; • Emergence of economic trade blocs; • Advances in technology; and • Convergence of consumer lifestyles and preferences. 1.2.2 Appraise the global business environment and the nature of global business activities. This will include appraisal of: • The forms of international trade, such as importing, exporting, international investment, outsourcing and direct investment. • The risks involved in global strategies, including cultural risk, country risk, currency risk and commercial risk.

Manual Abe Strategic Business Management And Planning

Terry C. Jones



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The Enigmatic Realm of **Manual Abe Strategic Business Management And Planning**: Unleashing the Language is Inner Magic

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Table of Contents Manual Abe Strategic Business Management And Planning

1. Understanding the eBook Manual Abe Strategic Business Management And Planning
 - The Rise of Digital Reading Manual Abe Strategic Business Management And Planning
 - Advantages of eBooks Over Traditional Books
2. Identifying Manual Abe Strategic Business Management And Planning
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Manual Abe Strategic Business Management And Planning
 - User-Friendly Interface
4. Exploring eBook Recommendations from Manual Abe Strategic Business Management And Planning
 - Personalized Recommendations
 - Manual Abe Strategic Business Management And Planning User Reviews and Ratings

- Manual Abe Strategic Business Management And Planning and Bestseller Lists
- 5. Accessing Manual Abe Strategic Business Management And Planning Free and Paid eBooks
 - Manual Abe Strategic Business Management And Planning Public Domain eBooks
 - Manual Abe Strategic Business Management And Planning eBook Subscription Services
 - Manual Abe Strategic Business Management And Planning Budget-Friendly Options
- 6. Navigating Manual Abe Strategic Business Management And Planning eBook Formats
 - ePub, PDF, MOBI, and More
 - Manual Abe Strategic Business Management And Planning Compatibility with Devices
 - Manual Abe Strategic Business Management And Planning Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Manual Abe Strategic Business Management And Planning
 - Highlighting and Note-Taking Manual Abe Strategic Business Management And Planning
 - Interactive Elements Manual Abe Strategic Business Management And Planning
- 8. Staying Engaged with Manual Abe Strategic Business Management And Planning
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Manual Abe Strategic Business Management And Planning
- 9. Balancing eBooks and Physical Books Manual Abe Strategic Business Management And Planning
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Manual Abe Strategic Business Management And Planning
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Manual Abe Strategic Business Management And Planning
 - Setting Reading Goals Manual Abe Strategic Business Management And Planning
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Manual Abe Strategic Business Management And Planning
 - Fact-Checking eBook Content of Manual Abe Strategic Business Management And Planning
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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