

## MASTER LEVEL 1

### STRATEGIC MANAGEMENT LECTURE NOTES

#### **An Introduction**

Strategic Management is all about identification and description of the strategies that managers can carry so as to achieve better performance and a competitive advantage for their organization.

An organization is said to have competitive advantage if its profitability is higher than the average profitability for all companies in its industry.

Strategic management can also be defined as a bundle of decisions and acts which a manager undertakes and which decides the result of the firm's performance.

The manager must have a thorough knowledge and analysis of the general and competitive organizational environment so as to take right decisions.

The managers should conduct a [SWOT Analysis](#) (Strengths, Weaknesses, Opportunities, and Threats) in order to - make the best possible utilization of strengths, minimize the organizational weaknesses, make use of arising opportunities from the business environment and shouldn't ignore the threats.

**Strategic management is nothing but planning for both predictable as well as unfeasible contingencies.** It is applicable to both small as well as large organizations as even the smallest organization face competition and, by formulating and implementing appropriate strategies, they can attain sustainable competitive advantage.

It is a way in which strategists set the objectives and proceed about attaining them.

It deals with making and implementing decisions about future direction of an organization. It helps us to identify the direction in which an organization is moving.

**Strategic management is a continuous process that:**

# Lecture Notes On Strategic Planning Gather The People

**JE Gale**



## **Lecture Notes On Strategic Planning Gather The People:**

## Unveiling the Power of Verbal Art: An Mental Sojourn through **Lecture Notes On Strategic Planning Gather The People**

In some sort of inundated with screens and the cacophony of instant conversation, the profound power and emotional resonance of verbal art often disappear into obscurity, eclipsed by the regular barrage of sound and distractions. However, located within the lyrical pages of **Lecture Notes On Strategic Planning Gather The People**, a fascinating perform of literary brilliance that impulses with organic feelings, lies an remarkable journey waiting to be embarked upon. Published with a virtuoso wordsmith, this enchanting opus courses viewers on a psychological odyssey, delicately revealing the latent potential and profound affect embedded within the elaborate internet of language. Within the heart-wrenching expanse of this evocative analysis, we will embark upon an introspective exploration of the book is key themes, dissect its interesting writing fashion, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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