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of determining the mission and goals of an organization within the context of its external environment and its internal strengths and weaknesses, formulating and implementing strategies, and exerting strategic control to ensure that the

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and forecasts on which decisions are based can be checked and if needed corrected. 3 phases of the strategic management process; Formulation phase.

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strategy, as well as
the plan for
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Theory developed

during World War II

in response to

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efficiency.
Quantitative
Management
Theory brought
together experts
from scientific
disciplines to
address staffing,
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management is the
management of an
organization ' s
resources to
achieve its goals
and objectives.

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involves setting
objectives,
analyzing the
competitive
environment,...

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