

Name: _____

Strategic Management

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| 1. Consists of the analyses, decisions, and actions an organization undertakes | A. General Environment |
| 2. Starting point of the strategic management process | B. Social Responsibility |
| 3. Decisions made by firms regarding investments, commitments, and other aspects of operations | C. Strategy Implementation |
| 4. Actions made by firms that carry out the formulated strategy | D. Environmental Scanning |
| 5. Relationship among various participants in determining the direction and performance of corporations | E. SWOT Analysis |
| 6. The expectation that businesses or individuals will strive to improve the overall welfare of society | F. Strategic Management |
| 7. Assessment of a firm's financial, social, and environmental performance | G. Vision |
| 8. Organizational goal that evokes powerful and compelling mental images | H. Strategic Objectives |
| 9. Organizational goals that include the purpose of the organization | I. Competitive Intelligence |
| 10. Set of organizational goals that are used to operationalize the mission statement and are specific | J. Strategy Formulation |
| 11. Surveillance of a firm's external environment | K. Mission |
| 12. A Firm's activities of collecting and interpreting data | L. Crowdsourcing |
| 13. A framework for analyzing a company's internal and external environments | M. Strategy Analysis |
| 14. Factors external to an industry and usually beyond a firm's control | N. Triple Bottom Line |
| 15. Practice wherein the internet is used to tap a broad range of individuals and groups | O. Industry |
| 16. A group of firms that produce similar goods or services | P. Corporate Governance |