

9

Strategizing

Learning Objectives

- Understand the relationship of strategizing to systems theory
- Understand the relationship of planning to strategizing
- Define mission, vision, values, objectives, and policies
- Diagram and discuss the strategizing process
- Understand how to conduct a situational analysis, including external and internal environmental analyses
- Describe common strategies available to HSOs/HSs
- Discuss how managers select strategies
- Discuss the concept of strategic control