

Our Agenda for Tonight:

● Management Learning Topics:

- Basics of Planning and Strategic Management – Chapter 7
- Operation Management and Planning – Chapter 19

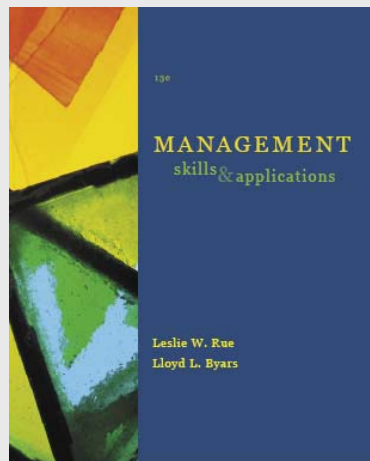
● Application: -

- **Strategic Planning Overview** – An integrated process
- **Intitrogen:** Vision Mission and Values – an example
- **Functional HR Plan** – using McKensie "7-S" Strat. Plan Model

● Class Best Practice Presentations

- "Basics of Planning & Strategic Management"
- "Operations Management" (extra topic available to new class members)

● Wrap Up & Questions



Chapter 7

The Basics of Planning and Strategic Management

McGraw-Hill/Irwin

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Executive Coaching • Leadership Development
Organization Effectiveness • Facilitation • Strategic Human Resource Leadership

Learning Objectives

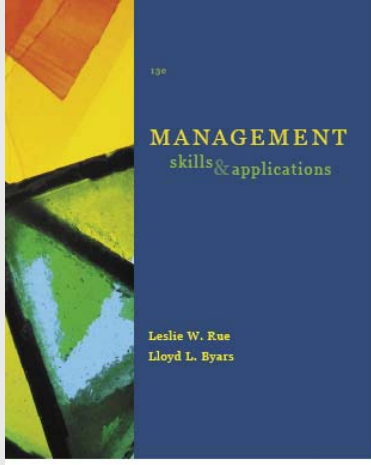
After studying this chapter, you will be able to:

1. Define planning and distinguish between formal and functional plans.
2. Contrast strategic planning with operational planning.
3. Explain the differences between objectives, policies, procedures, and rules.
4. Define the management by objectives (MBO) process.
5. Define strategy and explain the various levels of strategies.

Learning Objectives (cont'd)

After studying this chapter, you will be able to:

6. Define strategic management and explain the strategic management process.
7. Define organizational mission and explain how mission relates to long- and short-range objectives.
8. Discuss the components of a SWOT analysis.
9. Define a strategic business unit (SBU).
10. Discuss what organizational factors need to be evaluated in implementing a strategic plan.



Chapter 19

Operations Management and Planning

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Learning Objectives

After studying this chapter, you will be able to:

1. Define operations management.
2. Describe an operating system, and identify the two basic types of operating systems.
3. Differentiate among product/service design, process selection, and site selection decisions.
4. Explain what a materials-handling system is.

7-6

Learning Objectives (cont'd)

After studying this chapter, you will be able to:

5. Describe and give an example of the three basic classifications of facilities layouts.
6. Explain the sociotechnical approach to job design.
7. Describe several computer-related technologies that are currently playing major roles in production/operations management.

Learning Objectives (cont'd)

After studying this chapter, you will be able to:

8. Outline the three major steps in developing an aggregate operations plan.
9. Summarize the differences between resource allocation and activity scheduling.
10. Distinguish between Gantt charts, the critical path method (CPM), and the program evaluation and review technique (PERT).