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Strategic Planning and Decision Making > Lesson 101
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Summary
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00:00 - 2:30
Dr. Nidhi Sharma

Good morning, everyone. Today we're diving into one of the most foundational elements of management-Strategic Planning and Decision Making. Every successful organization, from startups to global enterprises, relies on this process to guide its long-term growth.

2:30 - 7:00
Dr. Nidhi Sharma

Let's start with the definition. Strategic planning is the process by which an organization defines its strategy or direction and makes decisions on allocating its resources to pursue this strategy. This includes capital, time, and people.

7:00 - 15:00
Dr. Nidhi Sharma

There are five key steps in strategic planning:  
**Define Mission & Vision**  
**Set Goals & Objectives**  
**Environmental Scanning (SWOT Analysis)**  
**Formulate Strategy (Porter's Generic Strategies, Blue Ocean, etc.)**  
**Implementation & Control**  
For example, Apple's mission to "bring the best user experience" has shaped all their decisions from product design to marketing.

15:00 - 25:00
Dr. Nidhi Sharma

Next is decision making, which complements planning. Decision making involves choosing the best course of action from several alternatives. In management, this can range from operational decisions like pricing, to strategic ones like market expansion.  
We use tools like the Decision Matrix, Cost-Benefit Analysis, and Risk Assessment Models to evaluate options.

25:00 - 35:00
Dr. Nidhi Sharma

Let's walk through a practical scenario. Imagine your company is deciding whether to enter a new Asian market. You'd assess internal

Mock Questions
Comments
AI Insights
Outcome
Score

Q1. What is the first step in the strategic planning process?
Q2. SWOT analysis stands for:
Q3. Which company was used as an example in the lecture to explain mis
Q4. Which of the following is NOT a strategic planning tool or model?
Q5. Why is decision-making important in strategic planning?
Q6. What is a common risk analysis tool used during decision-making?
Q7. "Strategy without execution is hallucination" means:

Let's get started. What would you like me to do?
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Analyse Student Performance for this Course

Generate Transcript & Summary (for videos)

Generate

## Built to Solve Real Problems

What we love and stand for every day

What we love and stand for every day

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graph TD; A[What we love and stand for every day] --> B[Smart Content Breakdown]; A --> C[Auto-Generated Trailers & Microlearning]; A --> D[Assessments on Demand]; A --> E[Outcome Analytics & Insights]; A --> F[Summarization & Transcription];
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The diagram illustrates five key AI-powered features, each represented by an icon, a title, and a brief description:

- Smart Content Breakdown**: Represented by a book icon. AI analyzes PDFs, videos, and lectures—extracting key segments, metadata, and making them fully searchable.
- Auto-Generated Trailers & Microlearning**: Represented by a play button icon. Turn lengthy content into highlight reels and bite-sized modules to increase engagement and retention.
- Assessments on Demand**: Represented by a globe icon. Create quizzes, tests, and assignments based on topic, taxonomy, or skill—complete with auto-tagging.
- Outcome Analytics & Insights**: Represented by a lightning bolt icon. Get a 360° view of learner performance mapped to outcomes, helping you improve your content strategy.
- Summarization & Transcription**: Represented by a sun icon. Summarize your contents in various formats like audio, text summaries and transcribe the content in various languages.

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