

## Advanced Organizational Management – Chapter 2 Key Words

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|-----------------------------|-------------------------|------------------------|
| 1. Contingency planning     | 6. Objective            | 12. Stakeholders       |
| 2. Ethics                   | 7. Operational planning | 13. Standing-use plans |
| 3. Gap analysis             | 8. Policy               | 14. Strategic planning |
| 4. Management by objectives | 9. Procedure            | 15. SWOT analysis      |
| 5. Mission                  | 10. Rule                | 16. Tactical planning  |
|                             | 11. Single-use plans    |                        |

- \_\_\_\_\_ A set, or sequence of steps to be followed in performing specific tasks or actions.
- \_\_\_\_\_ A system used to scan the environment and understand the factors that will affect the strategy designed.
- \_\_\_\_\_ All persons whom an organization is dedicated to serve.
- \_\_\_\_\_ Any singular action that requires concentrated planning.
- \_\_\_\_\_ Code of conduct that governs the behavior and actions of individuals that subscribe to the code.
- \_\_\_\_\_ Developing action plans to help an organization cope with any unforeseen events that may arise
- \_\_\_\_\_ End result an organization seeks to attain to fulfill the organization's mission.
- \_\_\_\_\_ Establishing long-term goals agreed upon by the entire organization that define the direction in which the organization will go.
- \_\_\_\_\_ First-line managers conduct day-to-day activities necessary to achieve longer term tactical and strategic goals.
- \_\_\_\_\_ General statement developed by organization management and communicated to managers and supervisors so they can make consistent decisions in handling certain anticipated problems.
- \_\_\_\_\_ Measures the gap between perception and reality within the organization as well as between the organization and the broader business environment.
- \_\_\_\_\_ Plans that guide regular activity of an organization.
- \_\_\_\_\_ Setting short-term goals that show how to achieve the broad objectives specified in the strategic plans.
- \_\_\_\_\_ States exactly what is to be done; it allows for no discretion or deviation.
- \_\_\_\_\_ Systematic approach to planning and controlling activities whereby superiors and those who report to them collaborate on setting objectives.
- \_\_\_\_\_ The most broadly stated objective of an organization. The basic purpose for the organization's existence.