

INDEX

The need for, and purpose of, strategic and business analysis	1 – 4	Organising and enabling success	49 – 52
Environmental issues affecting the strategic position of an organisation	5 – 8	Managing strategic change	53 – 58
Competitive forces affecting an organisation	9 – 14	Understanding strategy development	59 – 62
Marketing and the value of goods and services	15 – 18	The role of process and process change initiatives	63 – 68
The internal resources, capabilities and competences of an organisation	19 – 22	Improving the processes of the organisation	69 – 72
The expectations of stakeholders and the influence of ethics and culture	23 – 30	Software solutions	73 – 76
The influence of corporate strategy on an organisation	31 – 38	Principles of e-business	77 – 82
Alternative approaches to achieving competitive advantage	39 – 44	E-business application: upstream supply chain management	83 – 86
Alternative directions and methods of development	45 – 48	E-business application: downstream supply chain management	87 – 90

INDEX

E-business application: customer relationship management	91 – 94	Finance decisions to formulate and support business strategy	113 – 114
The nature of projects	95 – 100	The role of cost and management accounting in strategic planning and implementation	115 – 118
Building a business case	101 – 102	Financial implications of making strategic choices and of implementing strategic actions	119 – 120
Managing and leading projects	103 – 104	Strategy and people: leadership	121 – 122
Planning, monitoring and controlling projects	105 – 108	Strategy and people: job design	123 – 126
Concluding a project	109 – 110	Strategy and people: staff development	127 – 130
The link between strategy and finance	111 – 112		