O1 INTRODUCTION TO STRATEGIC MANAGEMENT

1.1 to 1.28

O2 STRATEGIC ANALYSIs: EXTERNAL ENVIRONMENT

② 2.1 to 2.42

O3 STRATEGIC ANALYSIS: INTERNAL ENVIRONMENT

3.1 to 3.33

04 STRATEGIC CHOICES

4.1 to 4.34

- O5 STRATEGY IMPLEMENTATION & EVALUATION
- 5.1 to 5.61