

CORPORATE STRATEGIC INSTRUMENTS USED FOR DEFINING OBJECTIVES AND BUDGETS ON BUSINESS DOMAINS AND STRATEGIC BUSINESS UNITS

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ABSTRACT

The main objective of the paper is developing a documentary study of the main corporate strategic instruments used to define and delimit corporate business domains and strategic business units, and also regarding the establishment of objectives and budgets on business domains and on strategic business units. Corporate management includes in its overall methodology a series of specific instruments that are subject of strategic management. They are the result of the evolution of the management concept and have as a main element the strategy, which is rightly considered as an essential element of modern management. The incorporation of marketing in the organization's activities also refers to the change of the content of these instruments, in order that they ensure the market orientation of the whole organization. Among the tools used at corporate level are distinguished the ones regarding the identification of strategic business units as a core element of strategic marketing planning.

KEYWORDS: *budget management, business domain, integrated marketing, management by objectives, strategic business unit.*

JEL CLASSIFICATION: *M31.*

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