



191-P24-CE



In-Class



24 hours



EGP 5620

Course Description:

This course is designed to address the recently observed market need to develop the fundamental skills of strategic management and planning for those working at the middle management level and are prepared for top management positions.

Target Audience:

This Training is designed for senior staff and managers in the organization

Course Objectives:

By the end of this course participants will be able to:

- Define the concept of strategy.
- Apply the process of strategic management in the organization.
- Discuss how to develop a comprehensive strategy.
- Embrace and manage the required change.

Course Outline:

Module One: Strategy and you

- Origin of strategy
- Definition of strategy
- Strategy in our daily routine
- Are you a strategic thinker?

Module Two: Strategy in Your Firm

- What is Strategic Management?
 - o Definition
 - o Characteristics
 - o Benefits
 - o Risks
 - o Killers
- Components of strategic management
 - o Vision importance
 - o Environmental scanning (Steep, Porter, Supply Chain, and SWOT)
 - o Strategy formulation
 - o Strategy implementation
 - o Evaluation and control

Module Three: A Road Map

- Strategic direction
 - o Vision and Mission Development in practice
 - o Values



191-P24-CE



In-Class



24 hours



EGP 5620

- o Goals and objectives setting
- Hierarchy of Strategy
 - o Corporate strategies
 - Generic Strategies
 - Portfolio Analysis
 - o Business Strategies
 - o Different functional strategies
- Plans and evaluation
 - o Action plan
 - o Balanced scorecard
 - o KPI's

Module Four: Strategy Why Fails?

- People and fear of change
- Embrace and manage the change

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

2 CEUs

Course Language:

English/Arabic

Prerequisites:

Intermediate level of English language proficiency, in case of attending the course offered in English.