



193-P24-VE



Virtual



22 hours



EGP 3930

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

Session One: Introduction to Strategy

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

Module Two: Strategy in Your Firm

Session One: Strategic Management

- What is Strategic Management?
 - o Definition
 - o Characteristics
 - o Benefits
 - o Risks
 - o Killers
- Assignment

Session Two: Strategic Management Components

- 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
- Assignment



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Module Three: A Road Map

Session One: How to Set a Strategy?

- Strategic direction
 - o Vision and Mission Development in practice
 - o Values
 - o Goals and objectives setting

- Assignment

Session Two: Hierarchy of Strategy

- Hierarchy of Strategy
 - o Corporate strategies
 - Generic Strategies
 - Portfolio Analysis
 - o Business Strategies
 - o Different functional strategies

- Assignment

Session Three: Evaluating Strategy

- Plans and evaluation
 - o Action plan
 - o Balanced scorecard
 - o KPI's

- Assignment

Module Four: Strategy Why Fails?

Session One: Mistakes to Avoid While Setting a Strategy

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

Assessment Strategy:

- 40 % Assignments between sessions
- 60 % Participation
- 60 % Cut off score of total grades which is "100".

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.