



**281-P25-VE**



**Virtual**



**22 hours**

### 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 course is designed for senior staff and managers in the organization

### Course Objectives:

- 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?
  - Definition
  - Characteristics
  - Benefits
  - Risks
  - Killers
- Assignment

#### Session Two: Strategic Management Components

- Components of strategic management
  - Vision importance
  - Environmental scanning (Steep, Porter, Supply Chain, and SWOT)
  - Strategy formulation
  - Strategy implementation
  - Evaluation and control
- Assignment

#### Module Three: A Road Map

##### Session One: How to Set a Strategy?

- Strategic direction
  - Vision and Mission Development in Practice
  - Values
  - Goal and objective setting
- Assignment

##### Session two: Hierarchy of Strategy

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

##### Session Three: Evaluating Strategy

- Plans and evaluation
  - Action plan
  - Balanced scorecard
  - 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



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### **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

### **Prerequisites:**

None.