

Strategic Management

Strategic management is crucial for organizations of all sizes and across various industries. It helps organizations adapt to changing market conditions, seize opportunities, mitigate risks, and gain a competitive edge. By taking a long-term perspective and considering the broader business environment, strategic management enables organizations to make informed decisions and navigate complex challenges effectively.



COURSE OBJECTIVES:

After course you should be able to :

- Explain What is Strategic Management
- Explain What is a Strategy
- Describe the Strategy Statement and its Components
- Explain the Steps of Strategic Management Process
- Describe the Components of Strategic Management Process
- Differentiate between Strategy Formulation and Strategy Implementation
- Describe the Qualities of a Strategic Leader
- Explain What is a Business Policy
- Describe the Factors of SWOT Analysis
- Explain What is Business Ethics

COURSE OUTLINES :

- Introduction to Strategic Management
- Environmental Analysis
- Strategy Formulation
- Strategy Implementation
- Strategic Innovation and Entrepreneurship
- Global Strategic Management
- Ethical and Social Responsibility in Strategic Management
- Case Studies and Analysis
- Strategic Management in Practice

COURSE DURATION : 3 Days , 6 Hours /day