

Strategic Management short course

Strategic management is seen as the process that links an organisation with its dynamic business environment. Strategy development, essentially the formulation of competitive strategies, is part of the strategic management process. The other part relates to strategy implementation, evaluation and control.

Overview

Strategic management as well as strategy development decisions and actions are based on the concepts of strategy and strategic thinking. More specifically, strategy development involves the formulation and choice of strategies that will enable the organisation to effectively align its capabilities and resources with the organisation’s long-term objectives, and reconcile them with existing as well as potential opportunities and threats in the dynamic external business environment.

Potential opportunities and threats may arise from dramatic technological breakthroughs, increasingly volatile financial and foreign exchange markets, rapidly expanding e-commerce and e-business initiatives, the establishment of cyber organisations, consumers turning to virtual shopping, more intense global, regional and local competition, increasing regional integration and formation of free trade areas, changing demographics, increasing geopolitical pressures regarding energy, ecological issues, uncertainty about the oil price and issue of global warming, changing work ethics and new perspectives on corporate governance, to name but a few.

It is within this context, and the increasing complexity of the demands on strategic management and leadership, that strategy development has become critically important.

**Learning Outcomes**

After taking the Strategic Management short course from GNBI, participants should be able to perform the following with greater confidence and understanding:

* Critically apply the concepts of strategy, strategy development and strategic management
* Demonstrate the need for and importance of competitive and comparative strategies with regards to strategic alignment
* Explain and interpret the results of an assessment of opportunities and threats in the external environment for a business;
* Analyse and interpret the results of an assessment of the internal environment of an organisation in terms of its resources and competitive and comparative capabilities
* Interpret the grand and generic competitive strategies
* Suggest ways to build an organisation capable of effective strategy execution and sound strategic alignment;
* Explain the importance of leadership, culture, and teamwork in strategy development and its implementation
* Explain the role of corporate governance and ethics in strategy development and implementation

**Course outline**

The following topics will be covered;

* The concepts of strategy, strategic alignment and strategic management
* The vision, mission and strategic intent of organisations
* The constantly changing external business environment
* The organisation, its resources and competitive capabilities
* Alignment of the organisation with the changing business environment through the development of viable and appropriate competitive business strategies

**Target Group**

The course targets NGO and public executives such as Board members, CEOs, General managers, Executive Directors, Managing Directors, Financial Managers, Supply Chain managers, Marketing managers, logistics , Operations managers, Financial Advisors , Consultants and many more middle management level aspiring to be in senior management.

**Upcoming Session**

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| **Workshop 1 Course dates** | **4 March 2019- 14 March 2019****8 April 2019- 18 April 2019** |
| **Workshop 2 Course dates** | **6 May 2019- 16 May 2019****10 June 2019- 20 June 2019** |
| **Workshop 3 Course dates** | **5 August 2019- 15 August 2019****9 September 2019- 19 September 2019** |
| **Workshop 4 Course dates** | **7 October 2019- 17 October 2019****11 November 2019- 21 November 2019** |
| **Price Per Person**  | **$ 3 050 includes pick up from Airport to and fro, pick up from lodge to and fro to the training Centre**  |
| **Accommodation**  | **$780 per person for 12 days (This include bed and Breakfast and Dinner) vat Included** |
| **Total Including Accommodation** | **$ 3.830.00** |
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## **Detailed Programme Facts**

* Programme intensity: Full-time
* Full-time duration: 2 weeks
* Venue: Pretoria. South Africa