



MSPD

CONSULTING . CORPORATE TRAINING . PERSONNEL

Make your Dreams Come True

2016/17 Course Outline

MSPD Skills Development Programme

Strategic Management

Learning Outcomes

This course will enable you to:

- Identify the characteristics of effective strategy managers
- Understand the ten main strategy schools
- Implement a Five Step Strategy Model
- Outline the Vision and Mission of your organization:
- Identify strategic and financial objectives
- Understand how to implement, execute and evaluate an organizational strategy
- Understand Change
- Describe how to implement a Change Program
- Identify and overcome Obstacles to Change

Course outline

- i. Balancing self, team and society
- ii. What is strategic planning?
- iii. What do we mean by strategy?
- iv. Why do strategic planning?
- v. Strategic planning process
- vi. SWOT analysis
- vii. Stakeholder analysis
- viii. Strategic issues
- ix. Choosing strategies
- x. Planning
- xi. What is change management?
- xii. Phases of change
- xiii. Change process model
- xiv. Human response to change
- xv. Risk management