

STRATEGIC MANAGEMENT

At its heart, strategic management involves identifying how the organization stacks up compared to its competitors and recognizing opportunities and threats facing an organization, whether they come from within the organization or from competitors.



Are you in a middle management position, aspiring to climb up the ladder? Do you own your business and need practical knowledge to help you with your business management skills? Do you want to acquire knowledge on a higher level of management? The STRATEGIC MANAGEMENT course (bachelor level) is essential if you want to complete your management training. The course consists of 4 modules that will give you the necessary tools for you to become the BEST leader for your organization.

PROGRAM

This course consists of 4 modules; 6 sessions of 2.5 hours each.

Module 1: Organizational behavior is the study of human behavior in organizational settings, the interface between human behavior and the organization, and the organization itself. Research can be categorized in at least three ways, including the study of: individuals in organizations (micro-level), work groups (meso-level), and how organizations behave (macro-level). Some of the topics: Diversity in Organizations, Attitudes and Job satisfaction, Motivation concepts, Group Behavior, Teamwork, Power and Politics, Conflict and negotiation, Organizational culture and change, Stress management, HR policies.

Module 2: Strategic Leadership is the ability of influencing others to voluntarily make decisions that enhance the prospects for the organization's long-term success while maintaining long-term financial stability. Different leadership approaches impact the vision and direction of growth and the potential success of an organization. To successfully deal with change, all executives need the skills and tools for both strategy formulation and implementation. Some of the topics: Competencies of the Strategic leader, the personal side of leadership, the leader as a Relationship builder, the leader as a social architect, 4 types of strategic leadership.

Module 3: Strategic Management is the formulation and implementation of the major goals and initiatives taken by a company's top management based on consideration of resources and an assessment of the internal and external environments in which the organization competes. Some of the topics: Stages of strategic management, the strategic management model, types of strategies, vision and mission analysis, strategy generation, implementation an execution.

Module 4: Business ethics and Social responsibility

examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations. Social responsibility pertains not only to business organizations but also to everyone whose action impacts the environment. Some of the topics: Why good Ethics is good for Business, whistle-blowing and bribery at the workplace, social responsibility and policy, environmental sustainability.

Course material & language

Participants receive a binder compiled specifically for this course by Adviesbureau InTop N.V. The course material is in English.

The language used during the sessions is both English and Papiamentu

Certificate requirement

A final exam is made at the conclusion of each module. In order to obtain the Certification for Strategic Management participants have to complete all 4 modules with a passing grade.

Costs

Please contact us so we can prepare an attractive offer for ALL your training needs!

Participants, who register for all 4 modules at once, receive a 5% discount on the total price.

PAYMENT PLANS ARE AVAILABLE

