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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Business Strategy Essentials : Introduction to Strategic Management

Code	City	hotel	Start	End	price	Language - Hours
MT-530SA	Abha	Hotel Meeting Room	2027-05-16	2027-05-20	9950 SR	En - 25

Course Introduction:

Strategic management is the backbone of any successful organization, enabling leaders to define objectives, allocate resources, and navigate competitive markets effectively. This training program provides professionals with a comprehensive understanding of strategic management concepts, tools, and frameworks to drive business success.

Through case studies, real-world applications, and interactive discussions, participants will learn how to analyze business environments, formulate competitive strategies, and implement effective strategic plans to achieve long-term organizational growth.

Course Objectives:

By the end of this course, participants will be able to:

- Understand the fundamental principles of strategic management.
- Conduct business environment and industry analysis using strategic tools.
- Develop competitive strategies for market positioning and business growth.
- Align corporate objectives with operational strategies.
- Identify and manage risks associated with strategic decision-making.
- Implement and evaluate strategic plans for continuous improvement.

Target Audience:

- Business Owners and Entrepreneurs.
- Corporate Executives and Senior Managers.
- Strategy and Business Development Professionals.
- Project Managers and Team Leaders.
- Consultants and Analysts.
- Anyone seeking to enhance their strategic management skills.

Course Content:

Fundamentals of Strategic Management

- Definition and importance of strategic management.
- The evolution of strategy in modern business.
- Key components of the strategic management process.
- Corporate vs. business vs. functional strategies.
- Role of leadership in strategic planning.
- Case study: Successful strategy implementation in top organizations.

Business Environment and Competitive Analysis

- Understanding internal and external business environments.
- PESTEL analysis: Political, Economic, Social, Technological, Environmental, and Legal factors.
- SWOT analysis: Identifying strengths, weaknesses, opportunities, and threats.
- Porter’s Five Forces model for industry analysis.
- Benchmarking against competitors and market leaders.
- Workshop: Conducting a strategic analysis for a business scenario.

Strategy Formulation and Competitive Advantage

- Defining corporate vision, mission, and objectives.
- Cost leadership, differentiation, and focus strategies.
- Blue Ocean Strategy: Creating uncontested market space.
- Business growth strategies: Market penetration, expansion, and diversification.
- Innovation and digital transformation in strategy.
- Group exercise: Developing a competitive strategy for a case company.

Strategy Implementation and Performance Measurement

- Aligning strategy with organizational structure and culture.
- Resource allocation and financial planning for strategy execution.
- Key Performance Indicators (KPIs) and Balanced Scorecard approach.
- Change management and overcoming resistance to strategic initiatives.
- Role of leadership in executing and sustaining strategies.
- Case study: Examining a company’s strategic execution success.

Risk Management and Continuous Improvement in Strategy

- Identifying and mitigating strategic risks.
- Scenario planning and contingency strategies.
- Agile strategy and adapting to market disruptions.
- Continuous improvement through strategy evaluation.
- Best practices in strategic management.

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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