

STRATEGIC MANAGEMENT



Global Business will help you assess opportunities, mitigate risk, and create and capture value for your organization. Explore the economic, political, and social factors driving change, and learn how decisions affect global markets—and your business.

Course Aims

This two-day course covers the identification of challenges and opportunities of the environment and internally, assess the impact of the macroeconomic, political, social, environmental and other factors and help you design short to medium to long term strategy for your organization

Course Objectives

- Perform a strategic analysis of the environment your organization exists
- Define the impact and the opportunities through strategic risk analysis
- Plan and execute organizational optimization
- Plan and execute an organizational strategy