



STRATEGIC MANAGEMENT

WHAT CAN YOU EXPECT?

This course introduces participants to the strategic management process. Participants learn the components and processes which make up strategic plans (which may often be called business plans). By the end of this course, participants will be able to generate strategic plans and identify what needs to be put into different strategic plans. Participants will come away from this course with an appreciation of how to use strategic plans effectively to direct and monitor operations.

WHO SHOULD TAKE THIS COURSE?

This course is ideal for supervisors, managers and senior level professionals in organisations across all sectors. The course is also great for entrepreneurs, project leaders, and other practitioners who lead projects and organisations and may need to generate business plans, project plans, strategic plans and so on.

WHAT IS INCLUDED?

This course includes visioning, generating and using mission statements, arriving at objectives, generating operational plans, conducting market research, conducting environmental and internal assessments, implementation of plans, evaluation and amendment of plans.

HOW SHOULD THE COURSE BE TAKEN?

This is an applied course. Participants should ideally take this course before they begin strategic management processes such as planning and reviewing the implementation of plans.

WHERE CAN I GET MORE INFORMATION ABOUT THIS COURSE?

To speak to a course instructor about the course please contact Learning Factory by way of the details listed below.

Telephone: + 263 71 745 3072 | +263 71 808 1809

WhatsApp: + 263 77 226 9737

Email: info@learningfactoryzw.com

HOW MUCH DOES IT COST?

A one-time payment of US\$200 or the equivalent amount in Zimbabwean Dollars or other currencies is required to enrol for this course.

Upon successful completion of the course you will be issued with a digital certificate* and a digital badge which you can use to demonstrate your achievement.

*Printed certificates may be issued upon payment of production and courier fees.