



## Management Training Courses

### Course: Business Strategy Essentials : Introduction to Strategic Management

Code	City	hotel	Start	End	Hours	price
530	Brussels (Belgium)	Hotel Meeting Room	2026-02-02	2026-02-06	25	5450 €

### 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 and Development 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 and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.