

الماجستير المهني المصغر إدارة التخطيط الاستراتيجي

Mini MBA in Strategic Planning

متوفر
باللغة
العربية



+20 1149 70 83 48 _ +20 114 550 83 26



csu@gxgroup-mea.com



❖ At the end of the program, participants should be able to:

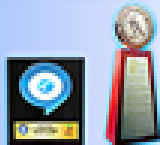
- Learning about the modern scientific and practical methods used in the strategic planning process.
- Developing skills in practicing modern methods to achieve efficiency and effectiveness in the field of strategic planning of the organization.
- Positive behavioral skills to achieve the vision and mission of the organization.
- Knowing the variables that the organization is exposed to and studying the strengths and weaknesses.
- Helping management implement its strategy through its effectiveness in translating strategic plans through a set of measurable operational goals that govern management behavior and performance trends.
- Identifying modern trends in Balanced Scorecard applications.
- Studying the internal and external environment conditions and the impact of different variables on the strategic plan.
- Learning the methods of environmental analysis and how to formulate strategies.





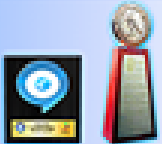
- Diagnose the institutional performance problems of the public and governmental sectors.
- Identify the administrative patterns and practices in public sector and government institutions and discuss the difficulties they face.
- ❖ **General framework:**
 - Methods of strategic planning.
 - Preparing the organization's strategic plan.
 - Measuring balanced performance according to the contemporary perspective.
 - Administrative strategies and methods of analysis and evaluation.
 - Developing the economic and institutional performance of public and governmental sector institutions.
 - Excellence in institutional performance.
 - The role of administrative leaderships in improving the quality of institutional performance.





- Methods of monitoring the strategic plan.
- Planning, monitoring and performance evaluation.
- planning and monitoring production in light of global standards and changes.
- ❖ **Main Axes:**
- ❖ **Axis I: Methods of strategic planning**
 - The concept and importance of strategic planning.
 - Characteristics of strategic planning.
 - The location of strategic planning in the administrative process.
 - Types of strategic planning.
- ❖ **Axis II: Preparing the strategic plan for the organization**
 - Strategic planning steps.
 - Analysis of the current situation.
 - Defining the target situation (vision - mission - strategic objectives).
 - SWOT analysis.

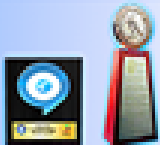




❖ Axis III: Measuring balanced performance according to the contemporary perspective

- Use the Balanced Scorecard in developing and identifying appropriate strategies and following up on their implementation stages.
- The impact of using the Balanced Scorecard on improving operations and profits.
- Linking workers and employees with the operational and strategic goals through the balanced scorecard
- Defining the dimensions of balanced performance measurement.
- Objectives and application benefits of the Balanced Scorecard.
- Focus on organization and creativity in performance.
- Integration of innovative programs (total quality - re-engineering - customer service initiatives).
- Methodological mechanisms for implementing the balanced scorecard.
- Experiences of applying the Balanced Scorecard.





❖ Axis IV: Management strategies, methods of analysis and evaluation

- The need for organizations to pay attention to strategic management.
- Differentiate between decision-making and preparation of executive programs.
- Measuring the effectiveness of the strategic plan, and its continuous follow-up and evaluation.
- The interest of organizations in strategic management.
- Contemporary understanding of strategic variables.
- Formulating strategic decisions and preparing executive programs.
- Effective application of the strategy and its evaluation stages and tools.

❖ Axis V: Developing the economic and institutional performance of public and governmental sector institutions

- An integrated framework for the elements and components of strategic management.
- The basic features of managing public and governmental sector institutions.
- The reflection of centralization on the performance





❖ Axis VI: Excellence in institutional performance

- Elements and requirements of strategic change and focus on strategic decision-making skills.
- Ways to develop the institutional performance of the public sector in the Arab countries.
- The impact of the communications and informatics revolution and the challenges of the open market and competition on the public sector in the Arab countries.
- Upgrading leadership competencies and their role in improving institutional performance.
- Creativity, and innovation in the administrative practices of public and governmental sector institutions.
- Upgrading quality to improve institutional performance by applying modern methods such as J I T - T Q M and others.
- Development of administrative, financial and accounting systems to enable public sector institutions to adopt mechanisms for managing the private sector to improve their institutional performance





❖ Axis VII: The role of administrative leaders in improving the quality of institutional performance

- Discussing the various administrative approaches and styles to develop the management and organization of public sector and government institutions
- Dynamic economic developments, benefits of the information and communication revolution, and open market challenges.
- Managing the process of change and development.
- Corporate and operational planning (reality and challenges).
- Planning cash flow and liquidity.
- Production and inventory planning.
- Business and program planning





❖ Axis VIII: Methods of monitoring the strategic plan

- Methods for determining performance standards and improving performance.
- Measuring results and identifying deviations.
- Evaluating and reviewing strategic plans.
- Defining standards for strategic performance and improving institutional performance.
- Measuring the results of implementing the operational strategies and plans.
- Mechanisms for examining strategic plans.
- Arab applications and experiences in strategic planning

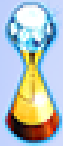




❖ Axis IX: Planning, follow-up and performance evaluation

- Recent trends in planning, organizing and reorganizing.
- Skills of examining procedures and identifying weaknesses.
- Methods of achieving the flow of work.
- The holistic approach to planning and its location in the administrative process.
- Information and data necessary for planning and follow-up.
- Quantitative methods of planning and follow-up.
- Planning procedures.
- Ways and methods of developing an integrated plan for the organization.
- Follow-up reports, control and application of modern methods.
- Environmental problems in evaluating performance and how to face them.

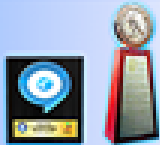




❖ Axis X: Production planning and control in light of global standards and changes

- Planning and controlling production and planning the production system.
- Use of technology in choosing production processes.
- Product development, design and production control.
- Challenges in the field of business and global competition.
- The need to improve products and services.
- Linking the company's strategy to improving production processes and costs.
- Effectively achieving customer satisfaction to ensure success at the company level as a whole.
- Administrative and organizational requirements.
- Specifications of a manager who runs in the Six Sigma method.
- Six Sigma method concept.





- Obstacles to the introduction of Six Sigma and how to deal with it.
- The organizational climate for Six Sigma management.
- Conditions for applying the Six Sigma method.
- Practical applications.
- ❖ **Participants:**
 - Members of the Board of Directors of governmental and private institutions.
 - General managers and their deputies, and held senior and middle administrative positions.
 - The leaders of the executive state
 - private sector leaders
 - Scientific research and technical production officials.





- Managers of strategic planning.
- Managers of administrative planning and development.
- Directors of administrative departments.
- Professors from universities and higher institutes.
- All workers in the field of strategic planning.
- Old people working on projects with mastery and professionalism.
- Managers are public mismanagement or various departments.
- Aspirants for distinguished administrative positions.
- The trainers and consultants' category who wish to develop their performance in the planning processes.
- Those wishing to switch from their current career path and enter the field of strategic planning.

