

Enterprise Dynamics

We are living in a fast, changing world. Managing projects by the book is not enough anymore. Especially when the external effects on projects, from the business, the environment and media, can be enormous. This course helps you gain the additional knowledge and tool to manage dynamic business environment with an increased chance of success. It also covers information on the underlying theory, principles, techniques and methods that the participants can apply to their own business environment, to design structures and strategies for greater success.

Course Outline

- Business Basics
- Strategy, Resources, Change & Communication As Business Critical Components
- Marketing & Selling Your Product

Who Should Attend

Middle to high level staff such as:

- Staff that are assigned to manage the business environment
- Marketing consultants

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Course Duration

The standard duration of this course is 12 contact hours.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Explain the dynamic business environment
- Understand how their organization must act within that environment to maximize return
- Identify key activities that impact upon performance
- Understand the different ways through which they can have a direct impact on the business
- Understand the nature of obstacles that may prevent the organization from being a dynamic entity
- Identify areas where the processes are not capable of coping with the dynamic environment and suggesting ways to improve

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

For more information please feel free to contact:

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