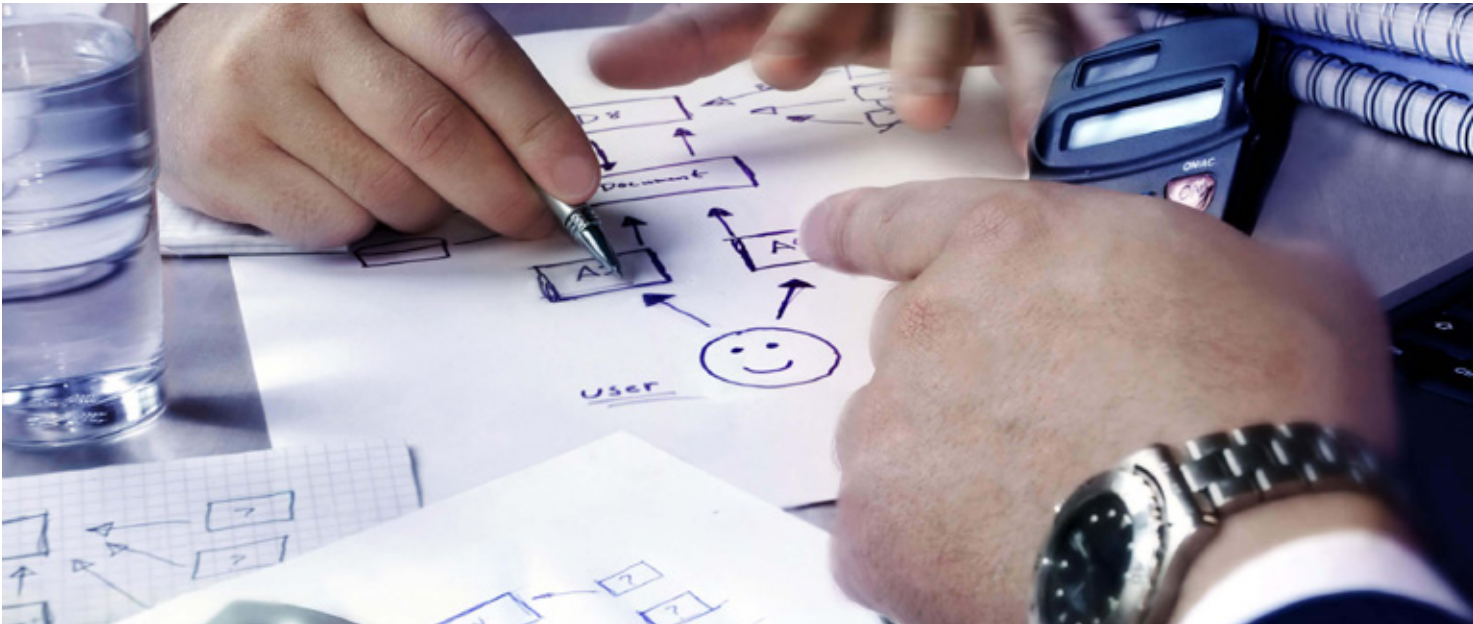


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CORPORATE AND STRATEGIC MANAGEMENT



Introduction

“Balancing profitability with sustainability”

Owners of businesses of all sizes are employing the concepts of corporate governance to develop a strategic plan for operations. This includes systems and procedures designed to structure authority, balance responsibility and provide accountability to stakeholders at all levels.

Corporate management training programs are the best investments a firm can undertake to attract high performers and - even more important - develop employees to help them excel. One key to professional success is a tailored concept of corporate and strategic development programs that take employees' personal strengths and future potential into consideration, channeling performance and motivation towards achieving defined corporate goals.

This program is intended to provide trainees with the ability to give overall direction to the enterprise. It deals with managerial decision and actions that determines the long run performance of a corporation.

Managers will have the ability to specify the organization's mission, vision and objectives as well be able to develop policies and plans, often in terms of projects and programs, which are designed to achieve these objectives, and then allocate resources to implement the policies and plans, projects and programs.

Target Group

The course targets at organisations managers, Government Officers (Job group “K” and above) and Corporate managers of companies, NGO's, Sacco's and Parastatals.

Couse Duration

The course will take 5 days. Each day will comprise of six contact hours which will include practicals and class teaching.

Course Module

The course will be delivered within the following general content:

- Introduction to Strategic management
- Strategic Planning



- Strategies applied in Management
- SWOT Analysis
- General Leadership
- Tools and framework of strategic Management
- Value chain analysis
- Dynamics of modern Management
- Monitoring and evaluation

Mode of training

We endeavor to deliver training as per the needs of trainees . For this course, we will use various methodologies all of which are participant centered. Particularly trainers may use;

- Open triangle content discussion
- Case discussions

- Illustrative training using aids of various types as may be necessary
- Group and individual tasks assignments
- Business games
- Simulations

Reading Material

PLCL will provide relevant reading material which participants will use on and after training.

Certification

The course will be certified either by PLCL or by PLCL in partnership with other organizations that will have sponsored the respective courses.