



## STRATEGIC MANAGEMENT – 4 DAYS (June 23 - 26, 2008)

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### Objectives

The objectives of this course are to facilitate the development, growth & operations of small to medium-sized business enterprises to provide a basis for sustainable and profitable economic operations and to reinforce an understanding of the Processes and Techniques used in the Strategic Planning of Developmental Programmes.

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### Overview

The course begins by differentiating among Strategic Management, Business Planning and Operations Management as they apply to the public and private sectors. Next, the course moves in to a description of the Strategic Management Process. The remainder of the course gets into more detail about this process giving practical insights.

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### Who Should Attend This Programme?

The course is designed for persons with responsibility for any phase of the Strategic Management process including Strategic Planning, Project Management, Financial Management and/or Operations Management. This course will also be of value to persons with the responsibility for the Strategic Planning of Development Programmes.

## **COURSE OUTLINE**

- *Differentiating among Strategic Management, Business Planning and Operations Management as they apply to public and private sectors*
- *The Strategic Management Process*
- *The Three Strategy Making Tasks – Developing a Mission, Setting Objectives and Formulating Strategy*
- *Situation Analysis and Competitive Analysis*
- *Techniques for Matching Strategy to Situation*
- *Implementing Strategy*
- *Developing a Business Plan*
- *Developing a Financial Plan*
- *Developing an Operations Plan*
- *Monitoring Strategic Development and Operations Performance*

## **CERTIFICATION**

*This course is certified by the University of the West Indies (UWI), St Augustine, Trinidad*

## THE FACILITATOR:

**Azad Hosein** is a highly trained and experienced professional in the areas of strategic planning, project management, financial management, information systems management, operations management and business restructuring. His experience as a facilitator spans over fifteen (15) years.

He is currently President of *Microsearch International Inc.*, a regional Project Management Training Institute (established 1992) which has conducted over 300 professional training courses, in twenty-eight areas of project management, to several Caribbean Governments, Caribbean regional organizations and in major industrial organizations in the Caribbean. Mr. Hosein is also the President of ePlan, Inc, a regional Project Management Consultancy Company, comprises strategic business units which provide Project Management Personnel Services, Contract Procurement and Management Services, Construction Project Monitoring Services and in-house Project Management Consultancy Services.

Over the years he has been involved in several major projects undertaken by regional and international sponsors. Some of these were as follows:

1. *Caricom Regional Task Force on Crime and Security* – design of crime and security planning and management framework for the Cricket World Cup in 2007
2. *Caricom Implementation Agency for Crime and Security (IMPACS)* – design of project management organization, institutional systems and operating framework for establishment of this organization
3. *Government of Mauritius* – design, development and implementation of a project management information system to be used by the Ministry of Finance
4. *University of the West Indies (UWI)* – Project Management Consultant under the IDB-funded University Restructuring Project (1994).

Published works by Mr. Azad Hosein include:

1. *Strategies for Improving the Economic Performance of Development Programmes in the Public Sector* – published jointly by Microsearch and UWI (April 2002)
2. *A Computer-based Model for an Integrated Project Management Information System suitable for use in Caribbean Governments* – published by PMI (2002)
3. *A Model for Project Monitoring and Programme Evaluation in the Public Sector* – published by the Government Special Interest Group of the PMI (August 2004)

Degrees and Accreditations

- B.Sc. Actuarial Mathematics and Computer Science, McGill University
- MBA Business Administration, University of Toronto
- CDP Institute for Certification of Computer Professionals
- PMI Project Management Institute (PMI)