

“Decision Making” Training Program (English Material)

Course Length: 10 Hours @ 4 days

Course Outline

Models of decision making and systems thinking

- Types of decision and models
- Organization as systems
- Making better decisions

Strategic decision making

- Competitive strategy
- Strategic thinking and analysis
- Tools and techniques of strategy

Value-based strategic management

- Value-based management
- Searching for a competitive strategy
- Market-driven organizations

Industry and competitor analysis

- Competitor analysis
- Five forces model
- Strategic groups

Source of competitive advantage

- Cost analysis
- Value added and brands
- Differentiation and segmentation
- Improving the product
- Capabilities and resources