Strategic Management

What is this “MANAGEMENT” course about?

1. It is about assessing corporate strengths, weaknesses, opportunities and threats.

2. It is about contemplating effective corporate strategies for capitalizing on strengths to take advantage of opportunities and shoring-up weaknesses and minimizing threats.

3. It is about refining TEAM WORK ABILITY

4. It is about refining PEOPLE SKILLS

5. It is about refining CRITICAL THINKING SKILLS

6. It is about refining COMMUNICATION SKILLS
   - a. Practice communicating technical information
   - b. Practice communicating sometimes “dry” but important data
   - c. Practice capturing and holding the attention of others

7. It is about refining POWER OF PERSUASION SKILLS
   - a. Effective managers must develop strong persuasion skills
   - b. Aristotle, the Greek philosopher, identified three methods of persuasion and effective managers have mastered each:
      - i. Logos = Persuasion by reasoning
      - ii. Pathos = Persuasion by emotional appeal
      - iii. Ethos = Persuasion by Character

You are encouraged to practice each of these persuasion skills.

What is this course NOT about?

1. It is NOT to introduce numerous new technical concepts, although there will be some.

2. It is NOT specifically about new TECHNICAL skills, although you will have the opportunity to REFINE your current technical skills-set.