



Course Title: Strategic Management

Target Audience:	<p>This course is intended for entrepreneurs who run or want to start a small business or a business online (e.g. bloggers, online retailers, etc.) with consistent efficiency in their day-to-day work by applying proven strategic and business operations management practices without being overwhelmed.</p> <p><i>An effective Strategic Management practices for Creative Entrepreneurs</i></p>
Course Aims	<p>The aim of this course is to help participants develop their basic mindset, knowledge, and insights required to give greater clarity and confidence in business operations as the founder of a new business in any field.</p>
Course Objectives	<p>This course provides an overview of the theory and practice of project management. It is designed as an introduction to essential business strategy and operations management theory and with a view to the common practice of leading a heart-centered, savvy business.</p>
Learning Outcomes	<p>Life is busy, and when it comes to being an entrepreneur who sets up business on their own, it can feel like there aren't enough hours in the day to fit everything in - especially when you need to be a manager, a marketer, a content creator, an accountant, and a sales person all in same day, and yet find the time to create and have a life. Effective operations management is critical in today's business environment; it is key to organizational success as well as an essential skill-set for every career. In this course, you will gain the knowledge and expertise you need to manage your time and business operations practically and effectively to establish a clear vision for your business, and devise a business model that supports your strategy, with an actionable plan and inspiring tools that works for your business and your life.</p> <p>Each module is packed with tutorials, templates and tools to help you design your systems and reorganize your business to work for you, not you</p>





	<p>for it. By successfully completing this four-week course, students will be able to:-</p> <ul style="list-style-type: none">• Define strategic management and operations management terminology• Understand the role and importance time management in business• Integrate mindfulness practices to support your business operations• Develop a strategic business model canvas to outline high-level business objectives• Apply appropriate approaches to plan and schedule work• Develop and implement operations management activities that can deliver on business strategy• Make space to create, grow, and nurture a meaningful and profitable business• Apply basic techniques to assess ongoing business performance
<p>Course Summary</p>	<p>During class, business theory will be interspersed with participative, interactive discussions and in-class experiential exercises.</p> <p>Session 1: Start by examining your role as an entrepreneur, enabling you to create a vision for your business. You will learn the importance of mindset management, time management, and why “busyness” isn’t good for your business. We will also establish the key elements of the strategic planning process needed to run your business.</p> <p>Session 2: In this class we will look at defining your business’ purpose and core values as well as the need for strategic planning. Using what you have learnt, you will then develop your strategic business model canvas that will serve as a key tool for success in your business. An overview of the capstone project will be provided.</p>





	<p>Session 3: We will define the key business operations management concepts and establish the key components that you need in your operations manual. This will then be applied to design your Business Operations Playbook where you will develop and implement operations that can deliver your business strategy.</p> <p>Session 4: In this class you will evaluate your time budget and any other special business considerations you have as well how you can plan for the unexpected. We will review the requirements for the capstone project. You will learn the importance of self-care in business and the resources that are available to help and support you.</p>
Duration:	4 weeks programme
Certification:	Certificates will be awarded after successful completion of the course to all participants.
Venue:	OTI facilities at Muscat or at client's facilities if suitable.
No of Delegates	4 – 12
Instructor Brief:	<i>Carina Lawson is a business strategy expert and a successful entrepreneur. She holds an MBA from the University of Liverpool, a Bachelor of Science (Hons) in Business Management & Business Administration. She has more than 15 years' experience in business and an extensive background consulting in operations management, business analysis, and quality management. She has successfully managed projects ranging from business process improvement and shared services implementation in semi-governmental, non-profit entities and their affiliates, corporate risk management system migration in the banking sector, to online businesses development for clients. Carina currently serves in the capacity of Associate Director for Academic Operations in a leading higher education institution.</i>

