

Seminar & Workshop: Strategic and Change Management

Summary

- ✓ Course dates: 11.03.2024 - 13.03.2024
- ✓ Course duration: 3 days
- ✓ Language: English
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Ronald Glasberg
- ✓ Price: 1400 €

Course overview

Techniques of attack and defense for successful executives, managers and entrepreneurs - With an effectively, strategic and change management you can ensure success as you formulate and execute the right things at the right time ensure leadership support and the setting of a value-maximizing pace for transformation.

Course content

Introduction to Strategic & Change Management

- ✓ Basic model of strategic management

Analysing the Environment

- ✓ Challenges in a rapidly changing world

Formulation of unique strategies

- ✓ Formulating corporate and business strategies

Strategy Execution & Monitoring

- ✓ Designing the change management

Real-World Examples of Strategic & Change Management Initiatives

- ✓ Preparing a written case analysis and oral presentation

In this course a combination of lectures, group and individual work as well as practical exercises are alternated.



TU BERLIN ACADEMY FOR PROFESSIONAL EDUCATION

Dates

March 11 – 13, 2024 (on-site in Berlin).

Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you In Berlin - or online - very soon!