



# INTERNATIONAL STRATEGIC MANAGEMENT PROGRAM

**RC**<sup>TM</sup> **Ramaq  
Chools**  
Consulting, Training & IT Services

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# ***INTERNATIONAL STRATEGIC MANAGEMENT PROGRAM***

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# International Strategic Management Program

## Introduction to International Strategic Management

Welcome, future strategic management expert! 🌟 This course teaches participants how to formulate and implement effective strategies in a global context. The course covers topics such as the challenges and opportunities of international business, the analysis of external and internal environments, the formulation of corporate, business, and functional strategies, the evaluation and selection of strategic alternatives, the implementation and execution of strategic plans, and the measurement and control of strategic performance. 🚀

## Why Choose Chools? 🏆 Numbers That Speak for Themselves:

- 10,000+ Successful Alumni: Join a network of impactful professionals.
- 95% Success Rate: Secure your future with our proven track record.
- 20+ Years of Excellence: Trust in a legacy of education and industry expertise.
- 200+ Industry Partnerships: Leverage our connections for real-world insights and opportunities.

## What Sets Us Apart?

- Expert Instructors: Learn from industry veterans with hands-on experience.
- Hybrid Learning Model: Balance online flexibility with in-person engagement.
- Comprehensive Curriculum: Stay ahead with courses designed to meet market demands.
- Community and Networking: Be part of an active community of learners and professionals.

# WHO CAN APPLY?

## ELIGIBILITY CRITERIA:

- A bachelor's degree or higher.
- At least 60 ECTS credits in business administration.
- Proficiency in English.

## IDEAL CANDIDATES:

Professionals aiming to advance their careers in strategic management and earn a globally recognized credential.

## PROGRAM OVERVIEW

The International Strategic Management Program provides extensive education in global strategic management practices. Our curriculum ensures a comprehensive understanding through four progressive stages, combining theoretical knowledge with practical, hands-on experience.





## LEARNING MODE:

- **Hybrid Learning Model:** Combines online learning with in-person sessions for flexibility and interactive engagement.
- **Interactive Sessions:** Includes live webinars, workshops, and Q&A forums with expert instructors and peers.
- **Self-paced Learning:** Access course materials anytime, allowing you to learn at your own pace.

## CURRICULUM HIGHLIGHTS:

- **Fundamental Knowledge:** Core principles of organizational change.
- **Advanced Techniques:** In-depth understanding of advanced change management tools and practices.
- **Real-World Applications:** Practical projects and case studies to apply your learning.
- **Capstone Project:** A final project that integrates all your skills and knowledge, showcasing your proficiency in change management.

## PROFESSIONAL DEVELOPMENT:

- **Continuous Learning:** Stay updated with the latest trends and advancements in organizational transformation.
- **Networking Opportunities:** Connect with industry experts, peers, and alumni to advance your.
- **Ethical Considerations:** Learn about ethics and compliance to maintain the integrity of your practices.





## PROGRAM OBJECTIVES

- Master technical skills in international strategic management.
- Implement advanced strategic management techniques and tools.
- Explore global strategic management frameworks and best practices.
- Address real-world challenges in strategic management.
- Understand ethical considerations in global business.
- Foster continuous learning.
- Encourage teamwork and collaboration.
- Prepare for advanced roles in strategic management.



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## EXPECTED OUTCOMES

- Proficiency in change management tools and techniques.
- Practical experience through hands-on projects.
- Strong analytical and problem-solving skills.
- Application of ethical practices.
- Innovation in change management solutions.

## SKILLS LEARNED

- **International Business:** Understanding the challenges and opportunities of international business.
- **Environmental Analysis:** Analyzing external and internal environments.
- **Strategy Formulation:** Developing corporate, business, and functional strategies.
- **Strategic Alternatives:** Evaluating and selecting strategic alternatives.
- **Strategic Implementation:** Implementing and executing strategic plans.
- **Performance Measurement:** Measuring and controlling strategic performance.
- **Global Regulations:** Understanding international regulations and compliance.
- **Leadership:** Developing leadership skills for global business.







## Job Positions and Opportunities

- **Career Paths:** Organizational Transformation Consultant, Change Management Specialist, Project Manager, HR Manager, Leadership Development Consultant.
- **Industry Demand:** High demand across various sectors, competitive salaries, and strong growth potential.

## Key Industry Verticals

- **Skill Application Areas:** Technology, Finance, Healthcare, Government, Retail, Energy, Telecommunications, Manufacturing.



# PROGRAM OUTLINE



## Stage 1: Fundamentals of International Business

1. Introduction to Organizational Change
  - Core principles, tools, and industry applications.
2. Meaning and Principles of Change
  - Understanding the principles of organizational change.
3. Steps for Planning and Implementing Change
  - Planning and executing change initiatives.
4. Basic Change Leadership
  - Developing basic skills for leading change.



# PROGRAM OUTLINE



## Stage 2: Advanced Strategic Management Techniques

1. Advanced Strategy Formulation
  - Developing advanced strategies for global business.
2. Evaluation of Strategic Alternatives
  - Evaluating and selecting strategic alternatives.
3. Strategic Implementation and Execution
  - Implementing and executing strategic plans.
4. Strategic Performance Measurement
  - Measuring and controlling strategic performance.



# PROGRAM OUTLINE



## Stage 3: Practical Applications

1. Practical Strategic Management Projects
  - Developing and implementing strategic management projects.
2. Global Regulations and Compliance
  - Understanding and applying global regulations and compliance.
3. Strategic Leadership Development
  - Enhancing leadership skills for global business.
4. Business Intelligence Applications
  - Using data for strategic management decision making.

# PROGRAM OUTLINE



## Stage 4: Capstone Project

1. Integration of Learned Skills
  - Apply tools and techniques to real-world strategic management problems.
2. Advanced Strategic Management Systems
  - Developing complex strategic management systems.
3. Strategic Management in Cloud Environments
  - Managing strategic initiatives in cloud environments.
4. AI for Strategic Management
  - Implementing AI solutions in strategic management.





# PROGRAM OUTLINE



## Elective Modules

1. Data Ethics and Privacy
  - Ethical considerations, privacy laws, compliance strategies.
2. Predictive Analytics with Strategic Management
  - Building and validating predictive models.
3. AI for Strategic Management
  - Implementing AI solutions in strategic management.
4. Advanced Data Warehousing Techniques
  - Optimizing data warehousing solutions.
5. Data-Driven Strategic Decision Making
  - Using data to inform and drive strategic decisions.
6. Cloud Strategic Management Solutions
  - Deploying strategic management systems on cloud platforms.
7. Strategic Project Management
  - Leading strategic projects, ensuring successful delivery.
8. Big Data Security
  - Securing data in big data environments.
9. IoT for Strategic Management
  - Securing and managing IoT devices in strategic management.



## ENROLLMENT NOW OPEN! 🌟

Take the first step towards becoming a certified Strategic Management Professional. Enroll in our program and enhance your career.

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**Unlock the Power of Organizational Transformation  
with Us! 🚀**