QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1314

Strategic Business Management Training Course

BUSINESS MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP

DURATION
5 Days

DELIVERY
Classroom

LOCATION
Doha, Qatar

DATES
7 – 11 Dec 2026

Scheduled Event Details

CITY	Doha, Qatar
DATE	7 – 11 Dec 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,400

Course Overview

The Strategic Business Management Training Course is a comprehensive professional program designed to strengthen the strategic, managerial, and business leadership capabilities required to manage organizations effectively in complex and changing business environments. The course integrates strategic management, business analysis, decision-making, resource management, performance management, risk management, and strategy execution to provide participants with a practical framework for managing business performance and achieving organizational priorities.

Effective strategic business management requires more than understanding corporate strategy. Managers and business leaders must be able to assess the organization's current position, understand internal capabilities and external market forces, identify strategic priorities, evaluate alternatives, allocate resources, manage risks, and translate strategic decisions into measurable business results. This course provides participants with practical approaches for connecting strategic thinking with day-to-day management and long-term organizational performance.

The program covers the key components of strategic business management, including environmental analysis, strategic positioning, strategic objectives, business development, strategic decision-making, resource alignment, performance management, risk management, stakeholder management, and strategy execution. Participants will explore practical tools and frameworks that support structured analysis, improve management decisions, and strengthen alignment between corporate strategy, business units, departments, and operational functions.

The Strategic Business Management Training Course is designed for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations across different industries. Through practical exercises, case discussions, business scenarios, and an integrated final workshop, participants will develop the ability to apply strategic business management concepts to real workplace challenges and contribute more effectively to organizational performance and strategic execution.

Objectives

- Analyze the internal and external business environment to identify factors affecting organizational performance and strategic positioning during the course.
- Evaluate the organization's strategic position by identifying strengths, weaknesses, opportunities, threats, business challenges, and strategic priorities.
- Develop strategic objectives and business priorities aligned with organizational vision, mission, strategic direction, and performance requirements.
- Apply strategic management tools to analyze business challenges, opportunities, and management decisions using structured approaches.
- Evaluate strategic alternatives based on feasibility, organizational capabilities, available resources, risks, expected impact, and business priorities.
- Design strategic business initiatives that connect organizational objectives with responsibilities, resources, timelines, and measurable results.
- Improve resource allocation by aligning financial, human, technological, and operational resources with strategic business priorities.
- Develop practical performance measures and key performance indicators to monitor business progress and strategic achievement.
- Apply strategic risk management approaches to identify, assess, prioritize, and address risks that may affect business performance and strategy execution.
- Strengthen alignment between senior management, business units, departments, and functional teams to support effective strategic execution.
- Improve strategic decision-making capabilities in environments characterized by uncertainty, complexity, changing priorities, and incomplete information.
- Develop a practical strategic business management framework that can be applied and adapted to the participant's organizational environment.

Who Should Attend

The Strategic Business Management Training Course is designed for executives, directors, department heads, business unit managers, senior managers, operations managers, business development managers, strategic planning managers, corporate planning professionals, performance management managers, project and program managers, transformation leaders, governance professionals, and risk management specialists. It is particularly relevant to professionals who participate in strategic decision-making, business planning, resource allocation, organizational development, performance improvement, and strategic initiative management.

The course is suitable for managers and professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, industrial companies, commercial organizations, and large service organizations. It is also valuable for business analysts, management consultants, strategic planning specialists, business development professionals, finance managers, human resources professionals, operations specialists, project managers, and functional leaders who need a broader understanding of how their responsibilities contribute to organizational strategy and business performance.

The program is also appropriate for professionals preparing for broader management or leadership responsibilities and experienced managers seeking to strengthen their strategic thinking, business analysis, decision-making, resource management, performance management, risk management, and strategy execution capabilities.

Learning Outcomes

- Analyze the organization’s strategic position and identify internal and external factors affecting business performance.
- Apply strategic analysis tools to assess business opportunities, challenges, capabilities, and organizational priorities.
- Define strategic priorities and connect them with organizational vision, mission, objectives, and long-term direction.
- Evaluate strategic alternatives and select appropriate options based on business requirements, resources, risks, and expected outcomes.
- Develop practical business initiatives that are aligned with clearly defined strategic objectives.
- Improve management decision-making through structured analysis, relevant information, and objective evaluation criteria.
- Align financial, human, technological, and operational resources with strategic priorities and business requirements.
- Develop appropriate performance indicators to monitor business results, strategic progress, and organizational performance.

- Identify strategic and operational risks that may affect business initiatives and develop appropriate mitigation approaches.
- Establish mechanisms for coordination and alignment between senior management, business units, departments, and functional teams.
- Evaluate strategic and business performance, identify performance gaps, and recommend appropriate corrective and improvement actions.
- Develop and present a practical strategic business management framework that can be applied to a real organizational challenge.

Course Outline

DAY 01

Strategic Business Management Fundamentals and Business Analysis

- Understanding strategic business management and its role in organizational performance
- Strategic management versus operational management and day-to-day business management
- The relationship between vision, mission, values, objectives, strategy, and organizational performance
- The role of executives and senior managers in strategic business management
- Understanding the internal business environment, resources, capabilities, and organizational strengths
- Assessing organizational structure, processes, culture, capabilities, and performance
- Analyzing the external business environment and changing economic, regulatory, technological, and market conditions
- SWOT analysis for strategic business assessment
- Identifying strategic issues, business challenges, and organizational priorities
- Analyzing gaps between current performance and desired business outcomes
- Stakeholder analysis and understanding strategic expectations

PRACTICAL APPLICATION AND DISCUSSION

Conducting a strategic assessment of an organization or business unit and identifying key strategic and management issues

DAY 02

Strategy Formulation and Strategic Decision-Making

- Principles of strategy formulation and strategic direction
- Identifying strategic priorities and business objectives
- Translating organizational vision into strategic priorities and actionable objectives
- Developing clear, measurable, and results-oriented strategic objectives
- Generating strategic alternatives and business options
- Evaluating strategic alternatives based on feasibility, impact, resources, and risks
- Understanding market, industry, and competitive conditions
- Identifying business growth, expansion, and business development opportunities
- Aligning corporate strategy with business unit and departmental strategies
- Strategic decision-making under uncertainty and changing business conditions
- Recognizing management biases and their impact on strategic decisions
- Scenario planning and preparing for alternative future conditions

PRACTICAL APPLICATION AND DISCUSSION

Developing, evaluating, and selecting strategic alternatives for a realistic business situation

DAY 03

Business Management, Resource Alignment, and Organizational Integration

- Understanding the relationship between business strategy and functional management
- Translating strategic objectives into business initiatives, programs, and activities
- Managing business units and connecting priorities with measurable results
- Financial, human, technological, and operational resource planning
- Identifying organizational capabilities and resources required to achieve strategic objectives
- Aligning resource allocation with strategic priorities
- Balancing short-term business requirements with long-term strategic objectives
- Strengthening collaboration and integration across organizational functions
- Managing organizational dependencies, constraints, and implementation requirements

DAY 03 — CONTINUED

- Identifying critical success factors for strategic business initiatives
- Integrating risk considerations into business and resource planning
- Improving organizational alignment between strategy, people, processes, technology, and resources

PRACTICAL APPLICATION AND DISCUSSION

Developing a framework for aligning business strategy, organizational capabilities, resources, and strategic priorities

DAY 04

Strategy Execution, Performance Management, and Risk

- Moving from strategic formulation to effective strategy execution
- Developing strategic implementation plans and business initiatives
- Establishing ownership, accountability, and responsibility for strategic results
- Developing key performance indicators and appropriate performance measures
- Setting targets, milestones, and performance expectations
- Monitoring strategic and operational business performance
- Using management information and performance reporting to support decision-making
- Identifying performance gaps and analyzing the causes of deviations
- Developing corrective and continuous improvement actions
- Identifying, assessing, and prioritizing strategic business risks
- Developing risk response and mitigation strategies
- Strengthening organizational resilience and preparedness
- Managing organizational change associated with strategy execution
- Stakeholder communication and maintaining alignment during implementation

PRACTICAL APPLICATION AND DISCUSSION

Building an integrated strategy execution model linking initiatives, performance indicators, risks, responsibilities, and corrective actions

DAY 05

Strategic Leadership and Integrated Business Management Workshop

- The role of leadership in strategic business management and organizational performance
- Developing strategic thinking and business judgment among managers and leaders
- Managing stakeholders and building organizational alignment around strategic priorities
- Strategic communication and presenting business recommendations to senior management
- Managing competing priorities and making strategic trade-offs
- Reviewing strategic and business performance through structured management reviews
- Developing continuous improvement mechanisms for strategy and business management
- Strengthening organizational responsiveness to changing business conditions and opportunities
- Integrating strategy, business management, resources, performance, and risk
- Identifying priority management actions and strategic recommendations
- Developing a practical implementation plan for a real workplace challenge or business opportunity

> **FINAL WORKSHOP AND IMPLEMENTATION EXERCISE**
>
> Developing and presenting an integrated strategic business management framework covering business analysis, objectives, strategic alternatives, initiatives, resources, performance indicators, risks, responsibilities, and implementation priorities

Register or Request More Information

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