



Planning & Adjusting Business Strategies

CEU's: 2.30

Number of days: 43

Course description

This course deals primarily with business strategies. The knowledge areas covered are:

- Strategic destinations and planning domestically and internationally
- Planning for new technologies
- Technology assessment practices and techniques
- System design and life cycle engineering
- Partnering and outsourcing strategies
- Change management techniques and adjustment strategies

Upon completion of the course, students will know how to:

- Use available resources to formulate action plans;
- Communicate recommendations and action plans;
- Obtain information on competitors method application;
- Synthesize information and interpret results;
- Apply technology assessment practices and techniques;
- Design for environment, for maintenance, for re-usability, for life cycle analysis;
- Establish outsourcing and partnering relationships;
- Implement change effectively in a team.

Who should attend?

All engineering managers responsible for planning, adjusting and implementing business strategies or Executive Engineers who want to hold strategic roles in organizations.

Are we just playing with words? Not at all. Fierce international competition is squeezing even our best companies to perform better and better. And there's a lot of room for improvement: 60 percent of all new products are late in launching. Even worse, an estimated 40 percent of all new products simply fail in the marketplace. Add to this the landmine legal issues of product liability and antitrust, and you have a recipe for suboptimal performance.

Companies can — and must — do better.