

## **SIMULATIONS FOR STRATEGIC DEVELOPMENT**

Introduction to the theoretical concepts underpinning strategic management with application to “real world” organisations using computer simulations. Includes the application of strategic formulation, implementation, control and review and the dynamic nature of this process.

### **Topics include:**

- Systems thinking.
- Strategic thinking, management and planning;
- Environmental scanning and analytical techniques to capture key trends/issues;
- Measurement and control.