

Manchester Global MBA Sample Class: Strategic Thinking – Key to Business Success in Times of Uncertainty

18th Oct 2011, Tuesday

In today's ever-changing business environment, both managers and individual contributors alike need to have a broad perspective, vision, and an awareness of the cultural trends and business developments shaping their world. Many managers and executives are so focused on delivering today's business results, preoccupied with daily responsibilities that they fail to position themselves for long-term success.

Highlights include:

- Strategic Thinking & Business Planning
- What Is a Strategic Business Plan?
- Factors that have an impact on the success of strategic business planning
- Strategic planning in changing times
- Managing Strategically - Plan to achieve your Long-Term Objectives
- What constitutes Success in the Business Strategic Process?
- Examples of Successful Strategic Thinking
- A Strategic Planning Process for a Business – Corporate and Business Unit

About the Speaker

Dr Bob Vass is a popular workshop director of the Strategic Management and Management Accounting Module of Global MBA programmes in Manchester Business School over 17 years. He has profound experience in teaching business executives internationally. Bob is also a consultant with over thirty years experience of working with major UK companies, small start-up businesses and, over the past decade, he has consulted extensively in the dynamic transformation of business in Eastern Europe. This experience will be available to you in discussion during and after the seminar.



Date & Time:	18 th October, 2011, Tuesday 19:00pm -21:00pm
Venue:	6/F, Wilson House, 19-27 Wyndham Street, Central, Hong Kong (map)
Fee:	Free of Charge
Registration:	Seats are limited. First-come, first-served basis by 11th October
Enquiries:	Tony Leung (email: mba@mbs.edu.hk Tel: +852 2588 5013)