

## OPEN ENROLLMENT PROGRAM

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# STRATEGIC MANAGEMENT

Faculty

**Dr. Lawrence Stephen Abeln**



5 March 2024 (1st Run)  
27 June 2024 (2nd Run)  
26 September 2024 (3rd Run)  
27 November 2024 (4th Run)



RM3,000  
before SST



9:00am – 5:00pm

## Program Overview

In a rapidly changing world, how can businesses out-manuever uncertainty and create new sources of value? As value chains are reshaped, how can executives drive agility and innovation to respond to the shifts taking place? And as organizations are increasingly pressured to reckon with their impact on society and the environment, how can businesses rethink and elevate their purpose?

This program aims to provide an understanding of how strategic management can help you answer these questions and more. It will also provide a toolkit that will help you analyze where your organization stands in the external and market environment, and how you can identify and leverage sources of competitive advantage.

In 1965, S&P 500 companies stayed in the index for an average of 33 years. By 1990, this average had narrowed to 20 years, and is forecast to shrink to 14 years by 2026 ([Innosight](#)). In a world where companies need to rethink and adjust their strategies more often and at a more rapid pace than ever before, knowledge of strategic management tools is crucial.

While operational management is primarily concerned with managing costs and improving efficiency, strategic management seeks to identify and guard against threats, strengthen competitive advantages, and position the company for the future – constantly keeping in mind how external and market forces can affect the organization. The end game is ultimately to maximize value in a sustainable way.

For leaders looking to advance their careers, understanding costs and revenue drivers is not enough. The Strategic Management program will equip you to understand how your organization interacts with its external and market environments, and how internal elements such as culture and talent can be a source of competitive advantage.

You will discover why having a great strategy is not enough – and why a strong execution plan, company culture, and management structure are equally important to the strategic plan. If you desire to become a linchpin in your organization and drive growth, this program is ideally suited to you and can provide you with the additional knowledge to succeed.

## Core Topics

- Strategy planning and development
- How to analyze the external environment, industry environment, and internal environment
- Porter's Five Forces and other strategic frameworks
- Strategy execution and implementation
- Success factors in evaluating strategy

## Who Will Benefit?

- **Recent graduates or those considering an MBA** For graduates looking to advance in leadership roles, or those considering an MBA or similar postgraduate degree to get a head start by learning the language of strategy management.
- **Mid- to Senior career professionals** For professionals working in strategy-related functions or in leadership roles to gain confidence in understanding and weighing strategic risks and opportunities in order to make better business decisions.
- **C-Suite, Board Members, and Business Owners** To help these leaders understand how to create a strategic plan that allows them to leverage on opportunities for value creation, while protecting their firms from uncertainty.

## Faculty



**Dr. Lawrence Stephen Abeln** is the Professor of Global Management at Thunderbird School of Global Management & Adjunct Professor at ASB. Previously the Associate Dean and Professor of Practice, Executive Education from year 2020 in ASB, he received a Ph.D in Management and M.Phil. in International Relations from the University of Cambridge, where he was a Rotary Foundation Scholar.

Dr. Abeln has an extensive international academic background having served as President, Dean, Associate Dean, and faculty member in leading institutions across USA, UK, Australia and Asia, including the Massachusetts Institute of Technology (MIT), Georgetown University, University of

Texas, University of Cambridge and its Judge Business School, the Business School at University of Adelaide, the Asian Institute of Technology, and the University of Michigan Ann Arbor.

In addition to leading multiple MBA and Executive MBA programs, he has also developed new academic programs and curriculum for undergraduate, postgraduate masters and doctoral programs, while promoting liberal arts, STEM and business education, and interdisciplinary learning.



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