INTRODUCTION

In a fast changing environment managers have to make key decisions under challenging change and crisis conditions. Some of the key tools of Strategic thinking, operations design and action plan implementation are thought for slow moving market conditions and stable competitive relative positions. Nowadays a new approach must be generated in order to create a competitive advantage. This approach can be generated through this Change and Crisis Management Course.

AIMS

Through the sessions the participants will build up a holistic view of change and crisis management gathering the different stakeholders’ requirements and the market perception about the products and services offered, going through process and people management in fast moving scenarios.

The identification of key processes, talent creation and management under tough conditions will contribute to generate the tools and knowledge necessary to build a competitive advantage while managing change and crisis.

To fully understand the role of leaders and the way of managing people under change and crisis situations.

METHODOLOGY

In a very active and participative atmosphere we will go through international case studies in the public and private sector of local and global entities. Through these exercises and with a framework of concepts and knowledge we will be working with the participants in order to cope with the tough conditions the students will face after finishing their master.

EVALUATION

Class participation: 40%
Team work during the sessions: 60%
BIBLIOGRAPHY


