



*Training Course:  
Organization Management*

*11 - 15 November 2024  
Casablanca (Morocco)  
New Hotel*

# Training Course: Organization Management

Training Course code: MA234995 From: 11 - 15 November 2024 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4250 € Euro

## Introduction

Organizational management is a critical aspect of running any successful business or organization. Effective organizational management requires the application of principles and practices that enable an organization to plan, organize, lead, and control its operations to achieve its objectives. This training program aims to equip participants with the knowledge and skills to manage their organizations effectively.

## Target Audience

This training program is designed for current and aspiring managers, supervisors, team leaders, and other professionals responsible for managing or overseeing the operations of an organization. The program is suitable for individuals working in both the private and public sectors, including small and large organizations.

## Objectives

By the end of this training program, participants will be able to:

- Understand the principles and practices of organizational management
- Develop and implement effective organizational plans
- Design and implement an effective organizational structure
- Lead and manage teams effectively
- Communicate and resolve conflicts within an organization
- Manage financial resources effectively
- Manage change within an organization
- Develop and execute a strategic plan
- Promote ethical behavior and social responsibility within an organization
- Improve organizational effectiveness and performance

## Methodologies

To achieve these objectives, the training program will use a variety of methodologies, including:

- Lectures and presentations to provide participants with foundational knowledge and understanding of organizational management concepts and principles
- Case studies and practical examples to illustrate the application of organizational management principles and practices in real-world situations
- Group exercises and discussions to facilitate active learning, collaboration, and idea-sharing among participants
- Role-playing and simulations to provide participants with opportunities to practice and apply organizational management techniques and strategies
- Self-assessment and reflection exercises to encourage participants to evaluate their own strengths and weaknesses and identify areas for improvement
- Continuous feedback and evaluation to measure progress and identify opportunities for improvement

throughout the training program.

## Training Outlines

### Introduction to Organizational Management

- Definition of organizational management
- Historical perspectives on organizational management
- Principles of management and their application in organizational management
- Current trends and challenges in organizational management

### Organizational Planning

- The importance of organizational planning
- Types of organizational planning strategic, tactical, operational
- The planning process and steps
- Environmental scanning and SWOT analysis
- Development of mission, vision, values, and goals
- Creation of a strategic plan and implementation plan
- Monitoring and evaluating the plan

### Organizational Structure and Design

- Different types of organizational structures functional, divisional, matrix, network, etc.
- Advantages and disadvantages of each type of structure
- Organizational design principles
- Organizational design and the planning process
- Best practices for designing effective organizational structures

### Leadership and Team Management

- Key traits of effective leaders
- Leadership styles and their impact on organizational management
- Techniques for managing teams team building, team roles and responsibilities, delegation
- Strategies for motivating employees and promoting team cohesion
- Effective performance management practices feedback, recognition, goal setting

### Communication and Conflict Resolution

- The importance of effective communication in organizational management
- Techniques for communicating effectively with employees and stakeholders verbal and nonverbal communication, active listening, feedback, communication channels
- Strategies for managing and resolving conflicts within an organization conflict resolution techniques, negotiation, mediation

### Financial Management

- Key principles of financial management budgeting, forecasting, financial statements, ratios
- Budgeting and forecasting techniques
- Strategies for managing cash flow and controlling expenses
- Financial performance analysis and evaluation

### Change Management

- The importance of change management in organizational management
- The change management process and steps
- Strategies for managing resistance to change
- Techniques for communicating and implementing change effectively
- Monitoring and evaluating the change process

### Strategic Planning and Execution

- The importance of strategic planning in organizational management
- Techniques for developing and executing a strategic plan situation analysis, formulation of strategies, selection of tactics and action plans, implementation, monitoring and evaluation
- Strategies for monitoring progress and adjusting plans as necessary
- The role of leadership in strategic planning and execution

### Ethics and Social Responsibility

- The importance of ethics and social responsibility in organizational management
- Techniques for promoting ethical behavior and social responsibility
- Strategies for managing ethical dilemmas and addressing social issues
- The role of organizational culture in promoting ethical behavior and social responsibility

### Organizational Effectiveness and Performance Improvement

- Measurement of organizational effectiveness and performance
- Key performance indicators and metrics
- Performance improvement methodologies benchmarking, continuous improvement, quality improvement
- Techniques for optimizing organizational effectiveness and performance

## Registration form on the Training Course: Organization Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

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