



*Training Course:
Organization Management*

*19 - 23 October 2026
Casablanca (Morocco)*

Training Course: Organization Management

Training Course code: MA234995 From: 19 - 23 October 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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.

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

Target Audience

This program is designed for professionals responsible for **managing or overseeing organizational operations**, including:

- Current and Aspiring Managers
- Supervisors

- Team Leaders
- Professionals in operational management roles

It is suitable for individuals working in both private and public sectors, across small, medium, and large organizations.

Outline

Day 1: Foundations of Organizational Management

- Introduction to organizational management: definition, scope, and historical perspectives
- Key principles of management and current trends
- Importance of organizational planning
- Types of planning: strategic, tactical, operational
- Environmental scanning and SWOT analysis
- Developing mission, vision, values, and goals

Day 2: Structure, Design, and Leadership

- Overview of organizational structures: functional, divisional, matrix, network, hybrid
- Advantages, disadvantages, and best practices in organizational design
- Leadership traits and styles
- Team management techniques: team building, delegation, role assignment
- Performance management: feedback, recognition, goal setting

Day 3: Communication, Conflict, and Change Management

- Effective communication techniques: verbal, nonverbal, active listening, feedback
- Stakeholder engagement and communication channels
- Conflict resolution: negotiation, mediation, and resolution strategies
- Change management: processes, steps, and managing resistance
- Implementing and monitoring organizational change

Day 4: Strategic Planning and Financial Management

- Strategic planning: analysis, formulation, action plans, implementation, and monitoring
- Leadership's role in strategic execution
- Key principles of financial management: budgeting, forecasting, cash flow, financial performance
- Techniques for aligning organizational objectives with financial and strategic goals

Day 5: Ethics, Social Responsibility, and Performance Improvement

- Importance of ethics and social responsibility in organizations
- Promoting ethical behavior and socially responsible practices
- Measuring organizational effectiveness: KPIs and performance metrics
- Performance improvement methodologies: benchmarking, continuous improvement, and quality enhancement
- Techniques for optimizing overall organizational performance

Registration form on the Training Course: Organization Management

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