

COURSE : Decision-Making in Business Development

LENGTH OF COURSE: Two days

LEARNING OBJECTIVES: The object of the course is to assist participants understand what effect the decision-making process within and without the firm has on the development of the business and to consider Strategic Choice Perception, Dominant Coalitions and the use and abuse of power.

COURSE DESCRIPTION: A course to help the manager understand

- The use and abuse of decision making processes in the development of the business.
- The characteristics of the entrepreneur/business manager.
- The business organisation structure and methods and use of decision-making in the business environment.
- Taylor's theory of dominant coalition and decision construct.
- Pfeffers use and abuse of power considerations.
- Childs strategic choice perspectives.
- Cross-cultural perception for international business development

COURSE OUTCOME: Managers will have the ability to understand the actions and motivations of their colleagues, customers and suppliers, to appreciate the need for suitable understanding of decision-making and the ability to counteract the uses and abuses of power and dominant coalitions. It will assist them to consider their function within the business and help them be more efficient than they otherwise would have been. It is believed that this course will make them more thoughtful, logical and focused managers with better abilities to understand the actions and motivations of their colleagues, customers and suppliers, thereby making them more effective managers.

SUITABLE FOR: Entrepreneurs, business owners and managers, and all managers who need an understanding of the manner in which the business operates and in particular the manner in which the making of decisions can critically affect the development of the business.