



إدارة استراتيجية في البناء: النهج الابتكاري للنجاح المستدام

Duration: 5 Days

Language: ar

Course Code: IND04 - 126

Objective

:Upon completion of this course, participants will be able to

- Develop a comprehensive understanding of strategic management in the construction industry.
 - Analyse and respond to market dynamics and competitive pressures.
- Implement innovative technologies and sustainable practices in construction projects.
 - Enhance leadership capabilities and manage organisational change effectively.
 - Formulate and execute a strategic plan tailored to the construction sector.

Audience

:This course is intended for

- Construction managers and project leaders seeking strategic insights.
 - Business development professionals in the construction sector.
 - Sustainability officers and environmental managers.
- Engineers and architects looking to integrate strategic management into their practice.

- Policymakers and consultants involved in the construction industry.

Training Methodology

The course employs a mix of interactive lectures, hands-on workshops, and case study analyses. Participants will engage in group discussions, practical exercises, and project simulations to apply theoretical concepts to real-world scenarios. The course will also feature guest lectures from industry experts and site visits to innovative construction projects.

Summary

In the evolving landscape of the construction industry, strategic management is pivotal for sustainable growth and competitive advantage. This course is designed to equip professionals with the tools and insights necessary to navigate the complexities of modern construction projects, focusing on innovative approaches to business strategy, project management, and sustainability.

Course Content & Outline

Section 1: Fundamentals of Strategic Management in Construction

- Overview of strategic management principles
- The role of strategic planning in construction projects
- Case studies: Successful construction strategies

Section 2: Business Environment and Market Analysis

- Understanding market dynamics and construction industry trends

- SWOT and PESTLE analysis for construction projects
- Competitive positioning and market entry strategies

Section 3: Innovation and Technology in Construction

- Leveraging technology for strategic advantage
- Emerging trends: BIM, IoT, and AI in construction
- Case studies: Technological innovation in construction

Section 4: Sustainability and Risk Management

- Integrating sustainability into business strategy
- Risk management frameworks and best practices
- Case studies: Sustainable construction projects

Section 5: Strategic Leadership and Change Management

- Leadership skills for strategic management
- Managing change and innovation in construction
 - Developing a strategic action plan

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD وفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

البناء والعقارات, الهندسة, الصحة والسلامة والبيئة

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