

STRATEGIC MANAGEMENT IN HIGHER EDUCATION

Overview

Strategy can be seen as a daily tool for each person working in a higher education institute. HAAGA-HELIA has been recognized as one of the best higher education institutions in Finland having a comprehensive strategic management system.

This programme provides practical tools for strategic management, using HAAGA-HELIA as a case example. The programme consists of modules that can also be implemented separately:

- Strategic management as a effective system and practical tool for leadership - on every level
- The scenarios and foresighting of the future
- Visions and goals
- Action planning and budgeting
- The involvement of the whole personnel – setting individual goals and ensuring strategic competencies
- Quality system and process management
- Daily decision making – organizational structure supporting the daily work

Objectives

- After completing the course the participant is able
 - to create a strategic management system for his/her organization and, thus, lead efficiently
 - to build a holistic management system
 - to apply practical management tools in one's own organization
 - to cascade strategy to all levels of the organization

Implementation

The programme is a 5 days intensive program, including pre-course readings and online support for one month after the programme is completed. HAAGA-HELIA provides also consultancy for the further development work.



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resource development. Lauri has made research on the development of growth firms, strategic management as well as on the development of new innovation environments. He is the chairman of the network of Living Labs of Finnish Universities of Applied Sciences and a council member of European Network of Living Labs (ENoLL). Lauri has consulted company boards and managers on strategic management and has written numerous books, journals and articles on his expertise fields. [Correspondence:](mailto:lauri.tuomi@haaga-helia.fi)

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Who should participate?

This programme is suitable for top and middle managers in higher education institutions.

Investment

The price of this programme depends on the amount of participants, location, length and contents.

