



COLLEGE OF PUBLIC HEALTH
UNIVERSITY OF THE PHILIPPINES MANILA
SEAMEO-TropMedPhilippines

**Regional Centre for Public Health, Hospital Administration,
Environmental and Occupational Health**



Short Course on Strategic Planning and Management

June 20-22, 2016

**For more information and registration,
please contact the Department Support Staff
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Course Description:

The course is designed to provide health managers, administrators, health care providers, human resource personnel, teachers, and other advocates the basic concepts, principles, and practical skills in strategic management and planning, highlighting each participant's skills in strategic analysis particularly the planning aspect of strategic management.

Course Objectives:

- 1. Understand what strategic planning and management are all about in the face of present challenges;**
- 2. Hone their skills in situational analysis of the macro and microenvironment of their organization;**
- 3. Perform and analyze the external and internal environmental scan of their organization using SWOT analysis and TOWS matrix analysis;**
- 4. Identify appropriate strategies for the re-spective quadrants in the TOWS matrix analyzed; and**
- 5. Improve their directional strategies (Mission, Vision, Values) and identify the significant decision areas that their organization should focus on for better performance, including building future scenarios;**
- 6. Finally, apply the lessons and skills learned to their workplace.**