



المركز الطبي الدولي
International Medical Center



الأكاديمية
The Academy

Strategy and Balanced Scorecard Training Program

Wednesday to Thursday, December 2-3, 2020

Objectives:

- To learn about strategy management and balanced scorecard in healthcare settings.
- To develop balanced scorecard for an organization or department.
- To learn how to develop relevant KPIs

Online Session via  zoom

Time: 7:00 - 10:00 pm

Fee: 400 SR

Course Outline:

- Introduction to strategy management
- Strategy Management Process
- Tools to conduct external environment analysis (PESTLE, Porters 5 forces, SWOT etc.)
- Tools to conduct Internal environment analysis (BCG, Financial Analysis, Pricing Strategy)
- Develop Strategy Map
- Develop Objectives and KPIs
- Develop Balanced scorecard
- Develop strategic initiatives
- Automation in Balanced scorecard

To register and pay please sign up through this link below

<https://www.imcacademy.net/signup>

Payment Terms:

- Registration is not confirmed until a full payment is received.
- Payment is accepted in cash to the mentioned address or you may pay directly to the bank account then send the registration with the deposit slip by email.

Bank: Banque Saudi Fransi
Main Branch
Jeddah, Saudi Arabia

Account Name: International Medical Center

IBAN # SA5655000000005268505142

For Further Information, Registration & Payments:

Please free to contact us at below listed numbers, it will be our pleasure to serve you from Saturday to Thursday, 8am - 6pm.

Ms. Rehaf H. Alfidiy
IMC Academy Registration Officer

Telephone: +966 9200 2 7778 then press #3

WhatsApp: +966 5374 62897

Email: academy@imc.med.sa

- Certificates of attendance will be distributed through email
- 10% discount for all the Silver Membership Card holder

Organized by:

IMC Academy, International Medical Center



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