

# **HRODC Postgraduate Training Institute**

**A Postgraduate-Only Institution**

**084**

**External and Internal or Organic  
Organisational Growth Strategy:  
In Pursuit of Organisational Effectiveness**

**Course or Seminar**

**Leading To:**

**DIPLOMA – POSTGRADUATE IN**  
*Organic and External Growth for  
Organisational Effectiveness*

*Accumulating to*

**POSTGRADUATE DIPLOMA**  
**Progressing To A Masters Degree –**  
***MBA – MSc - MA***

**Course Coordinator:**

**Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

**Prof. Crawford was an Academic at:**

- University of London (UK);

- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

### **For Whom This Course is Designed** **This Course is Designed For:**

- Chief Executives;
- Chief Executive Officers (CEOs);
- Corporate Directors;
- Divisional Heads;
- Vice Presidents;
- General Managers;
- Corporate Strategists;
- Business Development Directors;
- Chief Business Development Officer;
- Business Studies Lecturers;
- Business Consultants;
- Chief Financial Officers (CFOs);
- Chief Marketing Officer;
- Chief Operating Officers;
- Chief Product Officer;
- Production Superintendent;
- Product Engineers;
- Process Engineers;
- Chief Process Engineers;
- Organisational Development Specialists;
- Organisational Enhancement Officers;
- Collaborative Officers;
- All others who are desirous of gaining enhanced understanding of the pertinent issues associated with:
  - Organisational Efficiency and Effectiveness;
  - Micro Organisational Development;
  - Macro Organisational Development;

**Duration:**6 Days

**Cost:**£6,000.00Per Delegate

**Please Note:**

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

**Cost includes:**

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate –in **Organic and External Growth for Organisational Effectiveness**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

**HRODC Postgraduate Training Institute's Complimentary Products include:**

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's**Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**.

**\*\*Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.\*\***

**Daily Sched**

**ule:9:30 to 4:30 pm.**

**Location: Central London and International Locations**

**External and Internal or Organic Organisational Growth Strategy: In  
Pursuit of Organisational Effectiveness Seminar  
Leading to Diploma-Postgraduate in Organic and External Growth for  
Organisational Effectiveness**

**Course Contents, Concepts and Issues**

**Part 1: Organisational Development for Efficiency and Effectiveness**

- The Concept of Organisational Effectiveness;
- Organisational Efficiency VS Organisational Effectiveness;
- Organisational Effectiveness in Context;
- Contextualising Organisational Development;

**Part 2: Contextualising Strengths and Weaknesses (SW), and their  
Organisational Implications.**

- Conducting an Organisation's Internal Analysis: determining Its Strengths and Weaknesses (SW);
- Assessing Organisational Strengths;
- Determining an Organisation's Weaknesses;

**Part 3: Strategic Operational Review: Conceptualising Political,  
Economic, Social, Technological, Environmental (PESTEL)  
External Uncontrollable Factors**

**Constituents and Importance of Strategic Operational Reviews**

- Political Context:
- Economic Context:

**Part 4: Strategic Operational Review: Conceptualising Political,  
Economic, Social, Technological, Environmental (PESTEL)  
External Uncontrollable Factors**

- Social Context:
- Technological Context:
- Environmental Context:

## **Part 5: Organisational External Analysis: Understanding the Threats Posed, and Opportunities Presented, by Prevailing or Anticipated PESTEL Factors**

- Focus of External Environmental Analysis: Opportunities and Threats (OT);
- Contextualising Environmental Threats in the PESTEL;
- Assessing Political Threats:
- Acceding to, or Circumventing, PESTEL Threats.

## **Part 6: Formulating and Executing Organisational External Growth Strategy**

- External Growth Strategy Contextualised;
- External Integration and Its Ramifications for Organisational Effectiveness;
- Mergers as a Strategic Choice: Balancing the 'Act';
- Business and Organisation Acquisitions or Takeovers: Synergy or Asset Stripping;

## **Part 7: Organisational Internal Growth Strategy**

- Internal or Organic Growth;
- Market Penetration Strategy;
- Market Development or Market Expansion Strategy;
- Product or Service Expansion or Development Strategy;
- Diversification Strategy.

## **Service Contract, incorporating Terms and Conditions**

**Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.**

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extenuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extenuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**