

► Global Trends and Business Environment

تحولات جهانی و محیط کسب و کار



2-day Intensive Seminar with Prof. Dr. Kharazmi

کارگاه آموزشی تمام وقت 2 روزه

Course ID: IM-114

The global super and mega-trends are shaping the business environment everywhere. Technology revolution is the major force behind the accelerative global change with major impacts on all aspects of social system. Understanding these trends and their profound interaction with the forces at national level, would help the Iranian managers to explore the explicit opportunities hidden in these changes and provide constructive and creative responses for their business.

Goals

- To provide a comprehensive and integrative approach towards analyzing the global super-trends.
- Introducing the major global super-trends having an impact on Iranian businesses.
- Analyzing the impacts of these super-trends on the Iranian business environment.

Program Overview

- Introducing the integrative approach
- Major characteristics of modern world

- Mega and super-trends in technology, economics, politics and society and culture
- Discussion of the implications of these changes for Iranian business.

Traine

Professor Shahindokht Kharazmi is currently a faculty member of the Industrial Management Institute as well as the vice president of Iran Association for the Studies of Information Society. Based on her vast experience in teaching, consultation and research in the areas such as sustainable development, information and communication technologies, prospective studies and management, she has offered a variety of workshops and seminars for Iranian managers. She has published several books and articles.

For further information please contact us.

The application forms can be found on page 85 et seq.