



AMERICAN UNIVERSITY OF ARMENIA
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UNIVERSITY EXTENSION

a one-day seminar

ARMENIA: COPING WITH THE CHANGING INTERNATIONAL ENVIRONMENT

August 2 and August 9, 1995
Wednesday, 10:00a.m. - 5:00p.m.
American University of Armenia
Small auditorium (fifth floor)
40 Marshall Bagramian Street

SESSION I - STRATEGIC PLANNING FOR MANAGING CHANGE:

Dr. Earl Snell

Developing a Strategic Vision and Mission

Understanding and Defining the Enterprise

Communicating the Strategic Vision

Setting Objectives

Purpose and Kinds of Objectives

"Challenging but Achievable" Test

Objectives Needed at all Level of Management

Crafting a Strategy

What a Strategy Does - Answering the "how" question

Factors That Shape a Strategy

Cultural Conditions

Competitive Conditions

Psychological Conditions, Beliefs, Ethics

Industry and Competitive Analysis

Industry Driving Forces

Key Success Factors

Analysis of the Company Situation

SWOT Analysis

Benchmarking

Five Force Competition Model

Strategic Fit of Company to its Environment

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Oakland, California 94612
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SESSION II - CONTINUOUSLY IMPROVING QUALITY: Dr. Ronald Benson

Defining Quality

"Meeting or Exceeding Customer Expectation of Value"

Documenting Quality Levels - How Do You Know?

Sales - repeat

Third Party Testing

Benchmarking

ISO 9000 Registration of Production Facilities

Techniques For Continuously Improving Quality

Graphical and Statistical Tools

Determining Opportunities

Selecting Improvement Projects

Determining Alternative Actions

Experimenting

Maintaining Change

Managerial Requirements

Understanding Systems

Understanding Variation and Processes

Team Approaches

Mental and Company Culture Requirements

SESSION III - ACCESSING INTERNATIONAL MARKETS: Dr. Farouk Heiba

Marketing Within Global Environment

Changes and Trends in International Marketing Environment

Globalization Trends

Consumer Oriented Marketing

Regional Economic Integration

Newly Independent States

Application to Armenia

How to Cope With Dynamic Changes

Building the Missing Institutions

How to Enter Foreign Markets and Establish an Effective

Distribution System

Secrets of Successful International Marketing Activities

Promotion of Armenian Products to Foreign Markets

The seminar will be conducted in English, with simultaneous translation provided.

For registration and information please call:

27-33-70 or 27-16-58.