

Final Project 1
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Project Template

Faculty of Management
Midocean University

What is the Benefit of Improving the Competencies of Senior Management in Leading Corporate Strategy?

Name: Roba Albarak

Graduation Project – 1

Faculty of Management - Midocean University

Supervisor

Dr. Sarah Faried, Dr. Rana Ali, Dr. Alaa Ahmed, and Dr. Abdurahim
Nader

Faculty member- Faculty of management- Midocean University

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Chapter 1: Introduction

1.1 Research Background

In the world of business today, everything is changing fast. Companies need to be flexible and ready to deal with problems quickly. The people who lead these companies, called senior managers, have a very important job. They are the ones who make big decisions and guide the company's future. To do their jobs well, they need to have the right skills and knowledge, also known as competencies. These competencies include things like thinking ahead, making good decisions, leading teams through change, and communicating clearly. If senior managers don't have these skills, companies can struggle to put their plans into action. Even if the company has a good strategy, it might not work well if the leaders don't know how to lead properly.

Some companies invest in leadership training to help their senior managers get better at their jobs. This can help the company reach its goals more easily. In this research, we will explore how improving the skills of senior managers can help companies succeed with their strategies.

1.2 Research Problem

Many companies create good strategies but still fail to make them work. One big reason is that their top leaders don't have the skills they need. This research looks at how improving these skills can help companies do better.

1.2.1 Theoretical Gaps

There is not enough research that shows exactly how different leadership skills affect company success. We need more studies that connect leadership training with company results.

1.2.2 Practical Gaps

In real life, many companies don't spend enough time or money on training their top managers. Some programs are not focused on what the company really needs.

1.3 Research Significance

1.3.1 At the theoretical level

This research helps improve our understanding of how leadership skills affect company strategy. It adds to what we already know about business leadership.

1.3.2 At the practical level

Companies can use this research to make better leadership training programs. It can help them reach their goals more easily by improving their top managers' skills.

1.4 Research Questions

1. What are the most important leadership skills for senior managers?
2. How do better leadership skills help with strategy?
3. What are the best ways to improve these skills?
4. What results can we see when managers improve their skills?

1.5 Research Objectives

- To find out what skills senior managers need.
- To understand how these skills help with company strategy.
- To explore ways to improve these skills.
- To build a model that shows how better skills lead to success.

1.6 Research Hypotheses

H1: Better leadership skills help companies succeed.

H2: Companies that train their top leaders do better than those that don't.

H3: Leadership skills help turn plans into actions.

1.7 Research Model

- Independent Variable: Senior Management Competencies (e.g., strategic thinking, decision-making, communication, adaptability)
- Dependent Variable: Effectiveness of Corporate Strategy
- Control Variables: Industry type, organizational size, years of experience
- Mediators/Moderators: Organizational culture, leadership development practices

1.8 Research Methodology

This research will use a mixed-methods approach. Surveys will be given to senior managers at STC to measure their leadership skills and how they impact strategy. Interviews will be conducted with a few leaders to understand how they use these skills in real life. Data will be analyzed using SPSS for numbers and themes for words.

1.9 Scope of the Study

This study will focus on STC (Saudi Telecom Company) as it is one of the leading telecom companies in Saudi Arabia. It will target senior management and explore how their competencies affect strategic outcomes within the company.

1.10 The Suggested Project Structure

1. Introduction
2. Literature Review
3. Methodology
4. Data Analysis and Results
5. Discussion and Interpretation
6. Conclusions and Recommendations
7. References

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