



Effective Stakeholder Management

Presented by the Department of Business Management,
University of Pretoria

Course content

- Definition of the universe of stakeholders
- Identification and categorisation of stakeholders
- Fundamentals of management
- Evaluation and prioritisation of interests
- Determination of relevance of stakeholders
- Stakeholder participation and engagement
- Basic negotiation skills

Learning outcomes

After successfully completing the course, you will be able to

- identify stakeholders relevant to an endeavour
- undertake stakeholder analysis
- engage stakeholders, communicate and negotiate for optimal results
- determine stakeholder power on the basis of their relative levels of importance and influence
- forecast and determine meaningful levels of participation for key stakeholders, and
- create win-win outcomes in negotiations.

Who should enrol?

This course is ideal for you if you are a supervisor, manager or anyone involved in managing stakeholder relationships.

Course fees

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should at least have a National Senior Certificate (Grade 12) or equivalent qualification

Accreditation and certification

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Registration and enquiries

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Course leader

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Department of Business Management

Monitoring and Evaluation, Stakeholder Management, Risk Management and Quality Management

Shifting knowledge to insight

