

Overview

Strategy will equip graduates with the required skills to prosper in a career in business management. Key lessons would include: industry and environmental analysis, internal analysis and competitive advantage, organisational structure, design and alignment, market evolution and dynamics; in addition to many specialised topics for specific industries, world regions or stages of market development. Strategy draws upon all of the business and market fundamentals, so it is important that a specialised strategy curriculum also includes a solid grounding in topics such as economics, accounting, finance, marketing, organisations, and operations. In today's competitive marketplace, strategy is a critical management resource.

Outlines

- **sources of innovation**
- **Current trends in marketing**



- **Designing the organizational structure**
- **Company strategy**
- **Corporate level strategy**
- **Examples of corporate strategies**
- **Determine the company's strategy**



- **Strategic thinking**
- **Positioning and decision making**
- **Oversight and strategic alignment**



Strategic Management

- **Strategic planning and formulation**



WHY CHOOSE US?

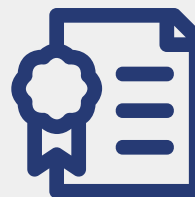
We encourage and value partnerships with other higher education institutions, organizations and agencies to provide high-quality, comprehensive and competitive lifelong learning opportunities and to share best practices.



DURATION
2 MONTHS



LEARNING SYSTEM
Blended Learning system
(recorded - online)



CERTIFICATE
Strategic Management
Diploma

ABOUT US

WHO WE ARE

Line Management Solutions provides Courses for employees to Learn How to Improve Your Management Skills. Executive education training programs can be an excellent way to develop or sharpen your managerial skills. There are plenty of upsides, such as the duration of the course when compared to MBA programs.



OUR SERVICE

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LINE MANAGEMENT SOLUTIONS

Learn & Earn