

# Certificate in Strategic Management

## Introduction

Strategic Management provides students with insights into the organisation as a whole and an understanding of how and why the various functions of an organisation are interdependent and need to be managed in an integrated manner. From the perspective of a manager, business owner or executive of a self-contained business division within a large corporation, this module examines how organisations ensure their survival in the medium- to long-term through strategic positioning and organisation of internal administrative functions and activities.

### Target Audience

- Executives who wish to enhance their understanding of issues in contemporary business strategy
- Managers who wish to improve their strategic business and management skills
- Decision makers who need to formulate long-term business strategies based on resource planning and competitive analysis

### Benefits

- Upon completion of this certificate, students should be able to
- evaluate the competitive situation of a firm
  - understand the model of effective strategic leadership
  - analyse the industry and business environments
  - distinguish between business-level and corporate-level strategies
  - understand corporate governance in an international setting

### Programme Overview

To be awarded the Certificate in Strategic Management, you need to complete four core modules and two elective modules.

#### CORE

**Strategic Thinking** introduces the fundamental concepts of strategic competitiveness for organisations. It establishes key concepts concerning value creation, competitiveness and decision making.

**Analyse to Win: Create Your Competitive Advantage** focuses on identifying how and why some firms are able to obtain a sustained competitive advantage while others just earn competitive parity or worse.

**Strategic Management (Business-Level Strategies)** identifies what business-level strategy is about and how it fits into the overall firm-level analysis.

**Strategic Management (Corporate-Level Strategies)** focuses on firm growth from the perspective of the corporation and concentrates on the selection and management of the firm's business portfolio.

#### ELECTIVE (choose 2)

**Change Management: Mergers and Acquisitions** discusses how acquisitions can help firms deal with environmental changes and create value and why, in many cases, they result in the need for restructuring.

**Managing a Global Organisation** builds upon some important issues such as the analysis of the environment, competitor analysis, business-level and corporate-level strategies.

**Corporate Governance** explores the different governance mechanisms, effective and ineffective combinations given the strategic needs of the firm, and what needs to be done to reduce governance failure.

### Duration

6 modules of around 6 hours study per module

### Certificate

Completion certificate awarded by U21Global with the crests of the partner universities