

Area of study: Strategic Management

## Analyse to Win: Create Your Competitive Advantage (SMT02)

### Introduction

This module focuses on the creation of competitive advantage through proper analysis and strategy development. The emphasis is on the determination and evaluation of environmental opportunities and threats in light of strengths and weaknesses in the organisation's value chain so as to enhance its core competencies and craft a sustainable competitive advantage. This module also provides an excellent overview of strategic planning for those who wish to understand the impact of strategy on their work and their organisation's success. Managers can gain valuable perspectives and vocabulary to help them actively and constructively support their organisation's strategic direction.

### Target Audience

- Business owners
- Senior executives
- Employees who are involved making strategic decisions
- Directors of non-profit organisations
- Financial and business analysts

### Benefits

Upon completion of this module, you will be able to

- use strategy to create value for customers and stakeholders
- enhance and expand your analytical and writing skills required in today's business environment
- analyse strategic problems in a wide variety of business contexts
- understand the environment in which an organisation operates, identify its current strategy and potential growth opportunities as well as suggest directions for the future
- identify specific strategic issues and translate these into meaningful action items

### Topics

**Internal Analysis Challenges** introduces managers to various analytical frameworks and tools.

**Sources of Competitive Advantage** are examined in terms of their sustainability and importance to an organisation's long-term success.

**Evaluating Potential Advantages** helps managers to discover and tap on potential competitive advantages.

**Resources and Value Chain Analysis** focuses on the optimisation of resource utilisation among stakeholders.

### Duration

Approximately 6 hours over 2 weeks

### Course Progression

Core module for Certificate in Strategic Management

### Certificate

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