

Strategic Management 731

1. Overview

The purpose of this programme is to build on the existing strategic management knowledge of undergraduate students. This programme provides insight into the building blocks of strategic management and the interrelatedness of these building blocks. It covers the formulation, implementation and control of strategic plans and affords students with the opportunity to evaluate and develop a strategic plan.

Strategic Management 731 introduces participants to create an awareness of the strategic challenges facing leadership and management in guiding their organisations to success in an increasingly dynamic, volatile, and competitive business environment. It also provides participants with the opportunity to learn the art and science of strategy through their own creative thinking and innovative application of theory in practice.

2. Learning Outcome:

- Suggest ways to build an organisation capable of effective strategy execution and sound strategic alignment Analyse success criteria for evaluating strategic options
- Analyse the importance of leadership, culture and teamwork in strategy development and its implementation
- Expound strategies for competing in rapidly growing markets
- Instil in students a critical, analytical, flexible and creative mind-set that challenges organisational, industry, national and global paradigms as well as traditional problem-solving approaches in strategy development
- Expound globalisation and its impact on international business
- Analyse foreign market entry strategies and strategic alliances

Qualification:	Certificate of Competence
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0892
NQF Level:	7
Credits:	10
Contact Days:	Three (3) facilitated online workshops (recordings available)
Prerequisites:	Grade 12 Qualification or NQF Level 4 equivalent
Training Options:	Online Learning: Please contact our Sales team to confirm the next available intake date for this programme.
Minimum Learner Required:	(1) Online

3. Topics

- Introduction to Strategic Management
- The Strategic Management Process
- Strategic Thinking and Decision-Making
- Vision, Mission, and Organisational Values
- Environmental Analysis (Internal and External)
- Industry and Competitive Analysis
- Strategy Formulation
- Evaluating Strategic Options
- Strategic Planning
- Strategy Implementation
- Strategic Alignment and Organisational Capability
- Leadership in Strategic Management
- Organisational Culture and Strategy
- Teamwork and Strategic Execution
- Competing in Dynamic and High-Growth Markets
- Innovation and Competitive Advantage
- Globalisation and International Business
- Foreign Market Entry Strategies
- Strategic Alliances and Partnerships
- Corporate, Business, and Functional Strategies
- Strategy Monitoring, Control, and Performance Measurement
- Risk Management in Strategic Decision-Making
- Ethical and Sustainable Strategic Management
- Developing and Evaluating Strategic Plans
- Strategic Management Case Studies

4. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

We trust that the above is in order and look forward to hearing from you for Implementation