

Strategic Management 732

1. Overview

This programme provides insight into the building blocks of strategic management and the interrelatedness of these building blocks. It covers the implementation and control of strategic plans and affords students with the opportunity to evaluate and develop a strategic plan. The programme equips participants with the perspectives, frameworks and tools for effective strategy making and execution for integrated enterprise development and sustainability.

The programme is aimed at empowering individuals and their businesses or corporations to establish the foundations for career development or further professional competence in taking on the challenges of foreign expansion, globalisation, and international strategic management.

2. Learning Outcome:

- Evaluate the strategic management process and the various stages of strategy analysis, development, choice and implementation
- Analyse the initiatives taken in South Africa to ensure good corporate governance in organisations
- Critically explain and interpret vision and mission statements as a basis for creating the future of an organisation
- Analyse and interpret the results of an assessment of the internal environment of an organisation in terms of its resources and competitive and comparative capabilities
- Evaluate and interpret the results of an assessment of opportunities and threats in the external environment for a business
- Defend the choice of strategy or strategies in each industry, competitive, comparative and organisational situation

Qualification:	Certificate of Competence
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0971
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

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

3. Topics

- Introduction to Strategic Management
- The Strategic Management Process
- Strategic Analysis, Development, and Implementation
- Vision, Mission, and Organisational Values
- Strategic Planning and Decision-Making
- Internal Environment Analysis
- Organisational Resources and Capabilities
- Competitive and Comparative Advantage
- External Environment Analysis
- Industry Analysis and Market Dynamics
- Opportunities and Threats Analysis (SWOT)
- Strategy Formulation and Strategic Choice
- Corporate Governance Principles
- Corporate Governance in South Africa
- Business Ethics and Sustainable Strategy
- Strategy Implementation and Execution
- Strategy Monitoring, Evaluation, and Control
- Performance Measurement and Strategic Review
- Globalisation and International Strategic Management
- Foreign Expansion Strategies
- Strategic Leadership and Change Management
- Strategic Risk Management
- Enterprise Development and Sustainability
- 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