



# Mastering Strategic Management

**NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED**

## OVERVIEW

Strategy can mean a lot of things. In this module, you'll encounter examples of strategy in action that demonstrate what people mean when they talk about strategy. A good strategy is profitable- achieving a higher profit margin than the industry average. This interdisciplinary approach to strategic management includes analysis, planning and implementation of said strategies. Our approach to this training programme is practical, with real life cases being studied, it helps trainees identify opportunities that the firm in the case study did not take and imagine other scenarios and effects if a different strategy was employed.

# WHAT YOU WILL ACHIEVE

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Upon the completion of this course, you will be able to:

- Describe examples of strategy in action
- Recognize strategic situations
- Explain the difference between strategy as “position” and strategy as “capability” (and why that matters)
- Lead strategically
- Execute strategy through organizational design

# METHODOLOGY

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Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

# FEE

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**USD2,150 / per person**

**Group Discount:**

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

**\*\*\*All prices are VAT inclusive.**

**Fee Includes:**

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

**\*Note:** all other expenses are to be borne by participants.



# WHAT WILL YOU LEARN

## **Module 1: Mastering Strategy: Art and Science**

- Intended, Emergent, and Realized Strategies
- The History of Strategic Management
- Understanding the Strategic Management Process

## **Module 2: Selecting Business-Level Strategies**

- Understanding Business-Level Strategy through “Generic Strategies”
- Cost Leadership
- Focused Cost Leadership and Focused Differentiation
- Best-Cost Strategy

## **Module 3: Competing in International Markets**

- Advantages and Disadvantages of Competing in International Markets
- Drivers of Success and Failure When Competing in International Markets
- Types of International Strategies
- Options for Competing in International Markets

## **Module 4: Selecting Corporate-Level Strategies**

- Concentration Strategies
- Vertical Integration Strategies
- Diversification Strategies
- Strategies for Getting Smaller
- Portfolio Planning and Corporate-Level Strategy

## **Module 5: Leading an Ethical Organization**

- Corporate Governance
- Corporate Ethics and Social Responsibility
- Understanding Thought Patterns: A Key to Corporate Leadership?

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.