



MASTERING STRATEGIC MANAGEMENT

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

Public Relations plays an important role in helping organizations realize their goals. In the age of social media, PR professionals must manage a two-way flow of information between the organization and the public. They are strategic thinkers and planners, skilled communicators, and leaders who help their organizations build and maintain relationships. Taught by professionals actively working in the field, this certificate will help established or aspiring practitioners enhance their knowledge and develop new skills in the communications field.

WHAT YOU WILL ACHIEVE

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:

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

TRAINING FEE

USD 2,150 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%**

Fee Includes:

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

*****All prices are exclusive of VAT**

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

WHAT YOU WILL 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.