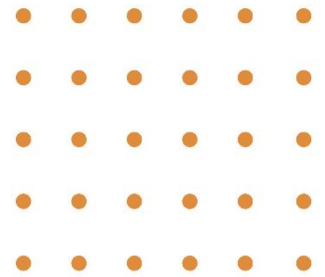




Certificate in **Strategy**



Module 1 – Strategic Management

Course purpose & Objectives

This course aims to:

- Enable students to develop a critical and informed understanding of the business environment in which organisations operate and of the business opportunities.
- Equip students with a range of tools and concepts of strategic analysis and business modelling that will enable them to assess the strategic position of business organisations.
- Develop strategic thinking and vision that can be utilised in formulating strategies, evaluating options and implementing strategic decisions.

Learning Outcomes

Upon completion of this course, students will be able to:

- Develop knowledge of relevant strategic management frameworks to successfully carry out external analysis and apply this knowledge in a wide variety of contexts.
- Develop knowledge of relevant strategic management frameworks to successfully address internal analysis.
- Be able to analyse and evaluate case study information in a critical and informed way.
- Be able to identify key issues, evaluate alternatives and make conclusions based on thorough analysis.
- Be adept at accessing, selecting and utilising a variety of business information sources.
- Be able to formulate business reports and make appropriate strategy recommendations.

Course Content

Week 1: Introducing Strategy

Part I: The Strategic Position

Week 2: Macro-environment analysis-Analysing the External Environment of the Firm

Week 3: Micro-environment analysis-Analysing the Internal Environment of the Firm

Week 4: Industry and sector analysis

Week 5: Resources and capabilities as a basis of competitive advantage

Week 6: Diagnosing Resources and capabilities

Week 7: Stakeholders and Governance

Week 8: History and culture

Week 9: Part I Case Study on Strategic Position

Part II: Strategic Choices

Week 10: Business Strategy and Models

Week 11: Corporate Strategy and Diversification

Week 12: International Strategy

Week 13: Entrepreneurship and Innovation

Week 14: Mergers, Acquisitions, and Alliances

Week 15: Part II Case Study on Strategic Choices

Week 16: Guest speaker lecture

Part III: Strategy in action

Week 17: Evaluating Strategies

Week 18: Strategy Development Processes

Week 19: Organising and Strategy

Week 20: Leadership and Strategic change

Week 21: The Practice of Strategy

Week 22: Part III: **Case Study on Strategy in Action**

Week 23: Managing Innovation: E-strategy Case

Week 24: Strategic Management Research

Week 25: Revision

Weeks 27-28: Examinations

Module 2 – Strategic Marketing

Course purpose & Objectives

This course aims to:

- Deepen the student's knowledge of marketing principles and practice by taking a strategic perspective in order to comprehend the allocation and development of marketing resources in challenging market context.
- Analyse the complexity of marketing decision marketing at a senior level in the firm and encourage the student to understand the role of the marketing manager and, in a more integrated context, the work of the general manager.
- Provide a dedicated strategic perspective on the issues involved in contemporary strategic marketing management, from market segmentation and product positioning to consumer needs and buying behavior to digital and social media marketing as well as global marketing.
- Provide the skills and framework to students to develop and manage an integrated marketing strategy that creates value for customers and generates growth for the firm.

Learning Outcomes

Upon completion of this course, students will be able to:

- Interpret and evaluate the important concepts of strategic marketing management.
- Integrate strategic management thinking and practice across a range of disciplines and subfields of marketing.
- Have a deepened ability to comprehend and manage decision-making processes in an organisation.
- Have the expertise and judgement to devise a strategic marketing plan for an organisation.

Course Content

Part I: The Big Picture

Week 1: Marketing as a Business Discipline

Week 2: Marketing Strategy and Tactics

Week 3: The Marketing Plan

Week 4: Case study

Part II: Marketing Strategy

Week 5: Identifying Target Customers: Segmentation and Targeting analysis

Week 6: Creating Customer Value: Developing a Value Proposition and Positioning

Week 7: Creating Company Value: Managing Revenues, Costs and Profits

Week 8: Creating Collaborator Value: Managing Business Markets

Week 9: Guest Lecture

Part III: Marketing Tactics

Week 10: Managing Products and Services

Week 11: Managing Brands

Week 12: Managing Price

Week 13: Managing Incentives

Week 14: Managing Integrated Marketing Communication

Week 15: Managing Distribution

Week 16: Case Study

Part IV: Managing growth

Week 17: Gaining and Defending Market Position

Week 18: Managing Sales Growth

Week 19: Managing New Offerings

Week 20: Managing Product Lines

Week 21: **Case study**

Week 22: Digital Marketing Strategies

Week 23: Marketing Strategies for Services

Week 24: International Marketing Strategies

Week 25: **Concluding Case study**

Week 26: Revision

Week 27-28: Examinations