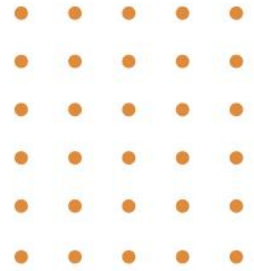




# Certificate in **Strategic & Financial Management**



This certificate is available only Online

# Module 1 – Strategic Management (STM943)

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## Module Description

The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organizations. This course is designed to explore an organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

## Module Aims & Objectives

**The module aims and objectives are to:**

- Emphasize the value and process of strategic management.
- Familiarize students with new subject matter, in order to integrate and apply their prior learning to strategic decision making in organizations.
- Explore an organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis.
- Discuss the theory and practice of strategy formulation and implementation, such as corporate governance and business ethics for the development of effective strategic leadership.

## Learning Outcomes

**The key learning outcomes of this module are to:**

- Acquire the skills to analyze the internal and external environments in which the organization operates.
- Identify strengths, weaknesses, opportunities and threats in different environments and use these to formulate strategies.
- Demonstrate knowledge and abilities in formulating strategies and strategic plans.
- Analyze the competitive situation and strategic dilemmas in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.
- Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry and cultural differences.

## Course Content

Week 1: Introduction to Strategy

Week 2: Examining the Environment of the Organization

Week 3: Strategic Capabilities

Week 4: Governance Systems

Week 5: National Culture

Week 6: Organizational Culture

Week 7: Competitive Strategies

Week 8: Diversification

Week 9: International Strategy

Week 10: Innovation and Entrepreneurship

Week 11: Mergers, Acquisitions and Alliances

Week 12: Strategy Evaluation

Week 13: Revision

## Module 2 – Economics & Financial Management (EFM854)

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### Module Description

This is a joint module where students cover Economics in the first half and Financial Management in the second half. The aim of the Economics component of the module is to introduce students to economics and provide a foundation of economic understanding and knowledge so as to grasp the implications for businesses of changes in the economic environment. Moreover, it aims to develop the ability to use economic understanding and knowledge in examining and assessing a number of microeconomic and macroeconomic issues. As regards the Financial Management element of the module, it aims to cover the basic areas of financial management, which are of fundamental interest to corporate managers and to understand the basic principles needed to implement financial decisions both inside and outside the firm.

### Module Aims & Objectives

The module aims and objectives are to:

#### Economics:

- Introduce students to economics and provide a foundation of economic understanding and knowledge so as to grasp the implications for businesses of changes in the economic environment
- Develop the ability to use economic understanding and knowledge in examining and assessing a number of microeconomic and macroeconomic issues.

#### Financial Management:

- Cover the basic areas of financial management, which are of fundamental interest to corporate managers.
- Understand the basic principles needed to implement financial decisions both inside and outside the firm.

### Learning Outcomes

The key learning outcomes of this module are to:

#### Economics:

- Demonstrate knowledge of fundamental economic concepts and principles
- Explain the roles of production, consumption and supply/demand and how they affect the functioning of an economy;
- Identify the necessary conditions for market economies to function well;
- Articulate the role of government and monetary policy and how they influence the economy;

#### Demonstrate an ability to apply economic tools and concepts to the business decision-making process

#### Financial Management:

- Evaluate and describe how a firm manages working capital and short-term financing.
- Assess the usefulness of both the theoretical and practical role of financial management in business corporations.
- Evaluate the role and significance of shareholders within the modern firm.
- Understand the importance of risk within the context of financial decision-making.

## **Course Content**

### **Economics:**

#### **Microeconomics**

Week 1: Demand & Supply: How markets work

Week 2: Elasticity and the Cost of Production

Week 3: Market Structures

#### **Macroeconomics:**

#### **Part II: Marketing Strategy**

Week 4: Measuring a Nation's National Income

Week 5: Unemployment and Inflation

Week 6: The Monetary System

### **Financial Management**

Week 7: The Word of Financial Management

Week 8: Project Appraisal: Net Present Value and Internal Rate of Return

Week 9: Project Appraisal: Cash Flow and Applications

Week 10: The Decision-Making Process for Investment Appraisal

Week 11: Short-term and Medium-term Finance, Treasury and Working Capital Management

Week 12: The Cost of Capital, Valuing Shares and Capital Structure

Week 13: Revision