

# DIPLOMA | Strategic Management

By London City University

## Course Overview

Strategic management is an essential hard skill in business management. In this course, the participants learn about the role of strategic management in managing a business, the difference between defensive and aggressive policies, deciding strategic position and suggesting a sturdy business strategy. You'll also learn how to integrate factors like behavior of competitors and market activities into your key decision making.

This course is designed for those who are seeking for great opportunities and growth in Strategic Management.

## Course Outline

- ❖ An introduction of strategic management process
- ❖ Strategic management theories
- ❖ Potential strategic positions for business
- ❖ Analysis of the Environment
- ❖ Mission and Vision of Organization
- ❖ Strategic inputs
- ❖ Cost Leadership, Differentiation and Blue Ocean Strategy
- ❖ Developing Balanced Scorecard
- ❖ The Execution of Strategy
- ❖ Corporate civilization and guidance keys to efficient strategy implementation
- ❖ Strategy estimate
- ❖ Global Business policy

<b>Course duration</b>	<b>3 Months OR as per your requirement   Flexible and dependent on your time frame and need</b>
<b>Entry Requirements</b>	<b>A Success Oriented Personality</b>
<b>Certification</b>	<b>London City University</b> , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
<b>Mode of application</b>	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to <a href="mailto:info@cvwarehouse.ae">info@cvwarehouse.ae</a> and get 50% discount on all courses offered by <b>London City University</b>
<b>Course Assessment</b>	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.