

# Strategic Management

Short course; designed in the United Kingdom by  
The Institute for Professional and Executive Development - IPED



## Specification

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Course Title	Strategic Management
Category	Short (Executive) Course; Continuing Professional Development (CPD) course
Entry Requirement	None
Mode of Delivery	The course can be delivered: <ul style="list-style-type: none"> <li>o through educational workshops, seminars or events</li> <li>o using online or e-learning methods</li> </ul>
Language of delivery	English
Assessment and Certification	No formal assessment such as written examination is required. A learner is deemed to have successfully completed the course through active participation during the delivery of the course.
Total Learning Hours	Flexible. Can be completed in any amount of hours; dependent on learner's circumstances. It is however recommended that the total number of hours should not exceed 30, if actively delivered.
Grading System	None
Study manual	A comprehensive learning material is provided by IPED to support the delivery of this course.
Course Monitoring	The course will be regularly reviewed by the Academic Advisory Board (AAB) to ensure that it remains fit for purpose. The IPED Suggestion and Feedback System will be used to collect information from users of the course to make informed decision on quality improvement.



## Course contents

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### **Introduction to key strategic issues in business and management >>**

- 1.1 Explanation of strategy and strategic management (mission, vision, objectives and policies).
- 1.2 Evaluation of the importance of organizational culture and values in strategic management.
- 1.3 Examination of how an organization can maintain environmental fit and stakeholder satisfaction.
- 1.4 Examination of the following and their significance in strategic management: Strategic positioning; Key success factor; Core competencies; Strategic capabilities; Strategic architecture.
- 1.5 Evaluation of how resources can be leveraged to gain strategic success in an organization.
- 1.6 Explanation of value creation and addition.
  - 1.6.1 Discussion on how an organization can add value to its services/products.
- 1.7 Explanation of competitive advantage.
  - 1.7.1 Examination of the generic strategies that an organization may adopt to achieve competitive advantage.

### **Strategic regeneration and transformational change >>**

- 2.1 Explanation of what strategic regeneration and transformational change are.
  - 2.1.1 Analysis of why organizations undergo strategic regeneration and transformational change.
- 2.2 Discussion on: Downsizing; De layering; Business process re-engineering.

### **Micro and macro environmental factors affecting organizational operations and success >>**

- 3.1 Identification of micro and macro environmental factors that can affect an organization. (PESTLE & SWOT analysis)
  - 3.1.1 Examination of how micro and macro environmental factors can affect an organization.
  - 3.1.2 Discussion on how micro and macro environmental factors can be strategically managed to the benefit of the an organization.

### **Industry analysis >>**

- 4.1 Evaluation of Michael Porter's five forces (industry analysis).
- 4.2 Monopoly, Duopoly and Oligopoly (nature, advantages and disadvantages).
- 4.3 Horizontal integration and vertical integration.

**The organization in a global environment >>**

5.1 Explanation of globalization.

5.2 Discussion on the advantages and disadvantages of globalization.

5.3 Examination of the impact of globalization on organizations.

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