Thinking Strategically

This course develops an understanding of thinking strategically, management strategies and the concepts upon which they are based. Content includes the examination of how organisations identify and create a sustainable competitive advantage and factors that determine organisational success, including:

- industry-specific and country-specific factors;
- organisational resources and capabilities;
- formulation, implementation and evaluation of strategies using various analytical and assessment tools.

Participants completing this course will understand:

- the process of developing, implementing and monitoring strategy;
- concepts, tools and approaches to think strategically;
- analysis of industry structure and environmental trends to determine industry potential and organisational opportunities.

Topic overview:

- The concept of strategy.
- Environment and Industry Analysis.
- Understanding the operating environment and context.
- Analysing Resources and Capabilities.
- Organisational Strategies and Implementation.