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Strategic Management Course

Email Contact: info@educba.com



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Course Overview

You get to learn how to create strategies to meet objectives of a business, assign resources and implement the plans.

We also learn how to scan the external business environment, change management, Leadership, and strategic control systems.

The course will be taught to you from the perspective of a Chief Executive Officer (CEO), by showing you how a business views itself in “totality”.

Strategic Management Skills

We learn the following skills:

- Industry and Competitive analysis: In this course, you will learn about the industry and competitive analysis, as it will teach you all the skills of a Strategic manager.
- Resource and competency analysis: Without resource, no strategy can be executed, hence resource plays a vital role for an organization to reach its targeted goals.

Course Features



Course Duration-
15+ Hours



Number of Courses



Verifiable
Certificates



Lifetime Access



Technical
Excellence

About Strategic Management

Based on the assessment of the internal and external environments , and consideration of resources, formulation, and execution of main goals of the organization, initiative taken by top management on behalf of owners is known as Strategic Management, providing overall direction to an enterprise from specifying the goals of organization, to developing plans and policies, to execute the planning, by allocating resources for plan implementation.

Strategic Management Course

This is a Bundle Course that includes complete in-depth Strategic Management Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Strategic Management Learning professional.

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Strategic Management Course

Section 1. Introduction

- Introduction to Strategic Management
- Business Policy as a Corporate Function

Section 2. Evolutionary Landscap

- Business Policy Matrix
- Futuristic Scenarios

Section 3. Genetics of Business Policy

- Genetics of Business Policy
- Business Ethos Clarity
- Professional Acquaintance
- Raison Detre of Business Policy
- Output Metrix of Business Policy
- Competence and Capability Specific

Section 4. Variable Discourse

- Variable Discourse on Business Policy
- The Stratgic Management Ethos

Section 5. Management Ethos

- Comprehending Strategy
- Defining and Enunciating Strategy
- Various Operational Inches of Strategy
- Startegic Decision Making Ethos

Section 6. Strategy Formation

- School of Thoughts
- Elastartion
- Entrepreneurial Entities
- Explain the Stakeholder Roles
- The Consultantsos

Section 1. Strategic Management

Process

- Environment scanning and Swot Matrix
- Strategic Management process
- Types of strategies
- Other factors
- Manager's Role in Strategic Planning
- Strategic Human Resource Management
- Strategic HR in Action
- Tools
- Types of strategies
- Strategic Human Resource Management Tools
- Human Resource Policies and Practices
- HRD Scorecard
- Building Your Own High Performance System

Section 2. Introduction to Strategic

HRM

- How Managers set objectives?
- Understanding a Business plan
- Strategic planning & Hierarchy of goals

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Theories of Strategic Management

Section 1. Strategic Management

- Syllabus Introduction

Section 2. Introduction To Strategic Management

- Introduction To Strategic Management
- Sustainable Competitive Advantage
- Levels Of Strategy
- Strategic Management Functions And Benefits

Section 3. Crafting A Strategy

- Process
- Strategic Intent
- Mission And Objectives
- Financial And Strategic Objectives
- Goals And Objectives
- Policies

Section 4. Business Strategy

- Porters Generic Business Strategy
- Cost Leadership Strategy
- Differentiation
- Focused Strategies

Section 5. Corporate Strategies

- Corporate Strategies
- Concentration Strategy
- Integration Strategies
- Diversification Strategies
- Types Of Diversification Strategies
- Types Of Internationalisation Strategies
- Types Of Co-Operation Strategies
- Stability Strategies And Classification
- Types Of Retrenchment Strategies

Section 6. Techniques Of Organisational Appraisal

- Strategic Advantage Framework
- Competencies
- Organisational Capability And Strategic Advantage
- Vrio Framework
- Porters Generic Value Chain
- Quantitative Analysis And Balanced Scorecard
- Key Factor Rating

Section 7. Scanning The External Environment And Industry Analysis

- Marketing Environment
- Pest Analysis
- Porters 5 Force
- Swot Analysis

Section 8. McKinsey's 7S Framework

- 7S-Strategy
- 7S-Structure And System
- 7S-Soft Elements
- Marketing Warfare

Section 9. Mintzberg's 5P's

- Plan And Ploy
- Pattern, Position, Perspective

Section 10. Strategic Change Management

- Strategic Change Management

Section 11. Corporate Culture And Leadership

- Corporate Culture
- Ethics And Leadership

Section 12. Strategic Control Systems

- Control Process
- Strategic Control
- Operational Control Systems



Frequently Asked Questions

Will this course add value to my career?

Yes, this course will definitely add value to your career, by making you take a leap in your current career by learning how to create and apply strategies.

Can this course be taken from my convenient place?

Yes, this Strategic Management Training can be conducted from any of your desired place and time as it is an online course.

Will I get any technical support if required?

Yes, you will definitely get technical support, whenever required, you shall email us or call us.



Customer Reviews

“

The tutor explains each aspect easily to understand and provides examples in order to make the topic more clear. I enjoyed that course and already started to listen another course of that tutor about strategic management. I think It is very important to understand the essentials of strategic management if you plan to un your own business.

Irina Pak

”

It will sill a very good material for practical and theory. I will make use of it in every day.the different modules are very well explained with interesting examples.The value of the different framework explained are useful and practical. the model are focused both on Indian industry and the world.

Jean Bernard Mathias

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4 Stars: In short, I would have given 5 stars had this course contained more written content. The audio and visual were excellent complimentary material, but again it seemed that this course lacked the equivalent of a text book. I found it very helpful to utizlize EDUCBA material in conjunction with the 12th Edition Strategic Management : Competiveness and Globalization.

Shane McFarland



EDUCBA

Strategic Management Course

For Queries please contact:

Email : info@educba.com



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