StaffCPD | Affordable CPD for All

Certificate in Strategic Management

CPD Certificate • Accredited by UK Versity and The CPD Certification Service

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	**4–6 weeks**	**Online MCQ (50% pass)**	**Online / Self-paced**	**UK Versity & CPD Certification Service**

COURSE OVERVIEW

Whilst taking this certificate, you will take an in-depth look at: How strategic Managers and Leaders operate in the Business Environment. The Theories that govern the things they do. The type of person who becomes a leader and the ethical practices they perform when deciding on Strategy for business.

WHAT YOU WILL LEARN

- What is Strategic Management
- What is Strategy
- A Strategy Statement
- The steps of the Strategic Management Process
- The Components of Strategic Management
- Strategy Formulation and Implementation
- Strategic, Administrative and Operational Decisions
- Qualities of a Strategic Leader
- Business Policy
- Structure of BCG Matrix
- Factors for SWOT Analysis
- Porters 5 Forces Model of Competition
- Corporate Governance
- Business Ethics
- Core Competency Theory of Strategy

ENTRY REQUIREMENTS

- There are no previous qualifications or experience required for enrolment.
- Available to all learners aged 18 or over, from all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an internet connection.

CAREER AND PROGRESSION

This course is useful for anyone interested in taking this type of leading role in the decision making for their business, and is applicable to numerous fields. It can also be done as CPD to develop skills in your current job.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Learners will be assessed by Multiple Choice Questions (MCQ) and must achieve a minimum of 50% to achieve this qualification. This course is accredited by UK Versity and The CPD Certification Service. On successful completion you receive a certificate you can verify at staffcpd.com/verify-your-certificate.

Course Fee: £20

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

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