



# Certified Strategic Planner Professional

## Course Introduction

Today the business environment is becoming increasingly uncertain and turbulent too. In Order to be successful in such a volatile and challenging scenario, professional business leadership and effective management controls throughout organizations are in paramount importance.

Hence this course intends to offer participants a comprehensive and sound knowledge of Strategic Business Management process in an organization. The course is formulated in such a manner to providethrough its elements well structured, coherent and practical knowledge and insight.

## Integrated Learning Outcome and objective

It is expected to offer a comprehensive and advanced knowledge of theories, fundamentals, processes and models of modern Strategic Business Management in more practical yet in a simplified form. On completion of the course the participants should be able to develop an appreciation and understanding towards strategic planning and management control process. Understand how the elements within the process interact to create a systematic approach to the effective and efficient management of organizations, from strategy formulation through to efficient execution to be an outstanding Strategic Planner.

## Course Duration

8 weeks learning each lecture session consists of 3 ½ hrs .  
Total 28 hrs. (Weekend – Probably Fridays)

## Study Methodology

Comprehensive study materials with supplementary readings  
Lecturers through Power pint presentations  
Wide usage of practical real life scenarios and case studies

## For whom

High school students  
University Undergraduate

Practicing Managers and Supervisor in any functional area  
Senior Manager / Corporate Professionals  
Entrepreneurs / Investors

## Syllabus Areas

### A. Understanding Strategic Business Management.

- A.1 Introduction to Strategic Business Management and Strategic Business Management Process
- A.2 Elements of the Strategic Planning Process. Vision, Mission, Objectives
- A.3 Hierarchical levels of Strategic Planning

### B. Assessing the Competitive Environment

- B.1 Environmental Analysis
  - Macro Environment - PESTEL
  - Micro Environment
- B.2 SWOT Analysis / Competitive Analysis
  - Porters Five Forces of Competitive analysis
- B.3 Stakeholders Management

### C. Evaluation Options, Planning & Appraisal

- C.1 – Strategic Options Generation
  - Ansoff's Product Market Matrix
  - Porters Generic Strategies
  - Strategic clock
- C.2 Management of Product Portfolio
- C.3 Value Chain Concept & Analysis

### D. Implementation of Strategic Plans.

- D.1 Multidimensional models of performance
  - Balance Score Card
- D.2 Change Management in a Strategic Context
- D.3. Case Study Analysis



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