



Business Integration and Strategic Management

Managers must be able to conduct decision making within an often complex, ambiguous, and evolving business landscape.

In this module, learn about strategic leadership, strategic decision making, building competitive advantage, multifunctional management, and strategy.

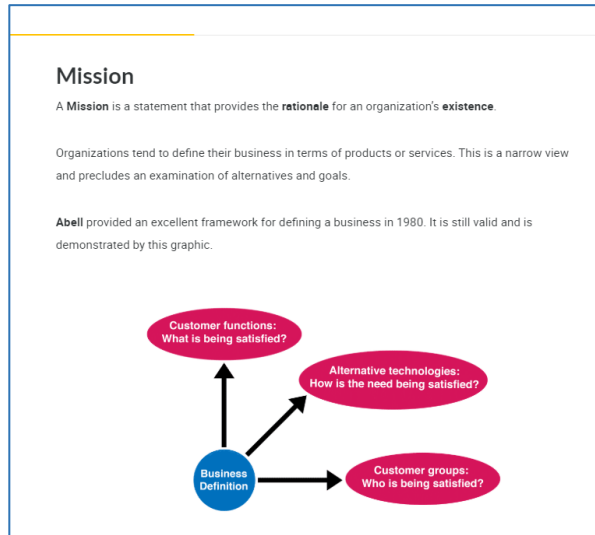
This module is particularly well-suited for newly promoted senior managers.

Learning Outcomes

1. Explain the basic concepts of strategy – competitive advantage, mission, vision, objectives, and core competencies.
2. Identify and appreciate the significance of the five-step strategic management process.
3. Analyze an organization using SWOT and analyze an industry using the five forces model.
4. Identify the various growth strategies available to firms.
5. Explain the need for change and the role of strategic leadership in organizational change.
6. Explain the distinction between internal and external customers.
7. Define segmentation, targeting, and positioning concepts.
8. Understand the relationship between customer service and customer loyalty.
9. Identify the components of service quality and apply the elements of value to a given product or service.
10. Define balanced scorecard, strategy maps, and activity-based costing.
11. Explain the role of supply chains in organizational success.
12. Explain performance management from a system framework.
13. Explain the PDCA model for continuous improvement.
14. Apply today's tools of six sigma, lean, and poka-yoke to continuous improvement initiatives.
15. Define the components of the value chain and explain the importance of value chain integration.
16. Define integrated business planning and the role of ERP in business integration.

Recommended Learners

- Undergraduate Students
- Graduate Students
- For students needing academic leveling or a business review.



An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

- ✓ Integrate in a course on strategic management or business management.
- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies.
- ✓ Enhance business acumen and strategy skills.
- ✓ Professional development for continuing education or refresher of skills.
- ✓ Develop skill sets of working professionals.

Pricing
Module is Approximately 3-5 Learner Hours

1-100 Learners per Year

\$49 per Learner

101-500 Learners per Year

\$44 per Learner

500+ Learners per Year

\$39 per Learner