

Online MBA Specialising in Strategic Management

 **Language:** English

 **Duration:** 2 years



This Specialisation has been designed for leaders across sectors who want to climb the corporate ladder while confidently making strategic development decisions that are in the best interest of the business they are in. A prior qualification and work experience are required to apply.



OVERVIEW

Study duration: 2 years

Number of courses: 21

(The Research Project consists of four courses)

Module duration: 7 weeks

How much time to commit:

12 to 15 hours a week

YOU WILL LEARN:

1. Strategy development and implementation
2. Asset pricing principles
3. Change management
4. Techniques for financial planning
5. Environmental forecasting



ADMISSION REQUIREMENTS

- A Bachelor's Degree with an Upper Second-Class Honours or equivalent. OR
- A Bachelor's Degree with a Lower Second-Class Honours and proven research capability. OR
- Any degree and a relevant full professional qualification certificate. AND
- At least two years' work experience.
- Proficient in English.

FEES

To see a breakdown of the fees, please visit our Fees page.

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COURSES

1. Managerial Functions

- Natural and scope of management of organisations' operations
- A systems approach to organisations
- The management process planning, organising, staffing, coordinating and controlling
- Management and leadership

2. Human Resource Management

- Nature and scope of management of human resources
- Human resource management functions, themes in human resources management, jobs and careers in human resources management
- Behavioural basis of HRM: personality dynamics and organisations
- Evolution of Human Resource Management
- HRM systems and their function
- Management of Human Resources and technological changes
- Corporate social responsibility
- Personnel audit and research - the future of human resources management

3. Marketing Management

- Nature, scope and importance of marketing
- Marketing concepts, management functions of marketing; marketing organisations; marketing opportunity analysis
- Marketing environment; consumer behaviour
- Marketing measurement and forecasting; marketing strategy
- International marketing

4. Entrepreneurship and Small Business Management

- Understand and apply the concepts of developing a small business
- A holistic approach to management, leadership and entrepreneurship focusing on variables such as finance sources, developing a business plan, organising succession plans, and the running of a small business
- A study of key conceptual and methodological strategic management issues associated with modern management

5. Financial Accounting

- Concepts and conventions of accounting,

the application of these concepts in business transactions, reporting procedures, basic skills to analyse the performance of accounting entities for planning and control purposes

6. Quantitative Techniques

- Understanding the importance of organising and analysing data using appropriate statistical tools to facilitate interpretation, drawing inferences and conclusions from the data
- Enhance the application of various statistical tools in solving business problems and decision-making

7. Strategic Management

- Introduction to strategic management
- Elements of strategic management and the nature of strategic decisions
- The strategic management process
- Environmental, industrial and internal analysis: evaluation and selection of strategy; formulation of functional strategies, strategy implementation and control

8. Managerial Economics

- Meaning, scope and application of managerial economics
- Economics and managerial theories of the firm: demand analysis, production, and cost decisions, pricing methods, and profit management
- Capital budgeting decisions: the business cycle and economic policy

9. Management Information Systems

- In-depth understanding of the field of Management Information Systems (MIS), its core technologies and its application in the modern business environment
- Enhance managerial performance regarding the use of MIS in business management

10. Management accounting

- Provide fundamental concepts and basic methods of management accounting to analyse and communicate accounting information related to economic events of organisations

11. Financial Management

- Insight into the role of financial management techniques in the management



of corporate resources, finance and investment decisions

12. Research Methods

- Introduction to the concept, rationale, and purpose of research, and the skills to formulate a research problem, develop a research design, objectives, research questions and hypothesis
- Skills to write a research proposal, develop data collection tools, identify a study population, and how to do data collection

13. Business Strategic Behaviour and Leadership

- Strategic management and leadership, leadership roles and theories, internal growth, external growth business turn around and re-engineering first-mover second-mover
- Pricing strategies, product differentiation and proliferation, cost advantages, merger and acquisition, collusive behaviour, ties in trade, strategic alliance, diversification and market niche

14. Global Strategic Management

- Introduction to international business and global strategic management
- The global business environment, global strategies and development of competitive advantage
- The theories of global business, entry strategies to global markets, internationalisation of business and globalisation
- Export behaviour theories and tools for entry strategies, and organising for global business

15. Management of Strategic Change

- The meaning of change, types and levels of change, sources of change, problems associated with strategic change, management of strategic change, and organisational development models of change
- Human engineers and total quality and organisational export behaviour theories, the concept of globalisation and internationalisation
- Participation in global competition and competitive strategic, entry strategies including, exporting, licensing, joint ventures

and direct investment, globalisation and its impact on strategic management, and culture and technology issues in the global market

- The global environmental challenges, emerging issues in global strategic management

16. Strategic Management Seminar

- Five forces model, the SWOT analysis, the GAP analysis, the PEST analysis, and the Boston consulting group share matrix
- The general electric multifactor portfolio matrix, the value chain techniques, game theory of contestable markets, environmental scanning, and environmental forecasting techniques

17. Total Quality Management

- Perspectives on quality management
- Total quality management theories
- Organisational culture and orientation
- Various innovation and excellence approaches to TQM development and implementation
- Total quality management and other traditional approaches to quality control
- Total quality management
- Trends in Total quality management
- Specific case studies from industry

18. Research Project (4 Courses)

- Develop capacity to conduct research in business
- Develop and present a research project proposal
- Collect and analyse data
- Write and submit research project report

