



Strategic Management: Creating and Sustaining Competitive Advantage

Delivered by:



Programme Summary

This programme provides managers with the basics of strategic thinking and strategic analysis. It is intended to enhance strategic capabilities by demonstrating the tools and techniques that are commonly employed in strategic analysis and to provide a framework for how to maintain a competitive advantage.

The programme emphasises how organisations can use strategy to enhance impact, value and performance. A general outline of the strategy process will be examined and the forces of strategic analysis will be explained. The programme provides an understanding of the economic motivation that underlies successful strategic decisions and how to perceive products, processes, firms and industries in a strategic manner.

By working through real life case studies you will apply analytical tools and frameworks in a wide variety of situations. You will be tackling issues such as competitive analysis, development of new capabilities, value chain analysis and technology convergence.

Topics

- How to monitor the attractiveness of your industry and tailor strategy accordingly
- How to develop and sustain a competitive advantage
- The strategic role of complementary assets
- Why is it important to align your structure to your strategy at all times?
- How to come up with creative business models
- Plotting strategy in the face of network effects
- Corporate strategy

Benefits

- Learn the tools and techniques of strategic analysis
- Improve the strategic capabilities of managers in the decision-making process
- Understand the strategic implementation process
- Identify the strategic forces that impact your business or industry

Who Should Attend?

Business managers who wish to acquire a more comprehensive and deep understanding of strategy. The course is designed for both general and functional managers.

[Download the *Strategic Management* detailed agenda](#)

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



Strategic Management: Creating and Sustaining Competitive Advantage

Delivered by:



Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

Cost: 9 units

For more information please email the TLC Training Co-ordinator on registrations@thelearningcollaboration.com