

Module 1 - Strategy and Agility for the 21st Century

This module provides you with the tools and skills necessary to develop the personal and strategic insights to effectively design appropriate strategy, evaluate strategic options and make informed strategic decisions.

It will demonstrate the importance of business values, ethics, and sustainable and socially responsible behaviour to strategic and operational success. The key underpinning theme of the module is enhancing creativity and innovation to better foster organisational agility.

The focus is on thinking strategically about an organisation, especially regarding its present business position, long-term direction, resources, and competitive capabilities. It encourages candidates to develop the personal and strategic insight to effectively craft strategy appropriate to the situation, evaluate strategic options and make informed strategic decisions.

The following subject areas are studied in Module 1:

- Business Planning and Strategy
- Data Analysis
- Business Models
- Corporate Sustainability
- Corporate Governance
- Managing Innovation and Creativity
- Global Business