

ibat

Institute of Business
and Technology

One evening per week

Duration: 12 weeks

Start date: February 2021

Study mode: On campus

Fees: €1,800

Strategic Management



Understand your competition
to overtake them

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and Technology

Strategic Management

In order to achieve your business goals, you'll need to understand how to put together a strong strategic plan that maps out each step. Throughout the Strategic Management module, you'll learn how to do this as well as how to manage people and resources to ensure the long-term success of your business. By using clear communication, your personal leadership style and a range of analytical and evaluative tools, you'll be able to drive your business forward.

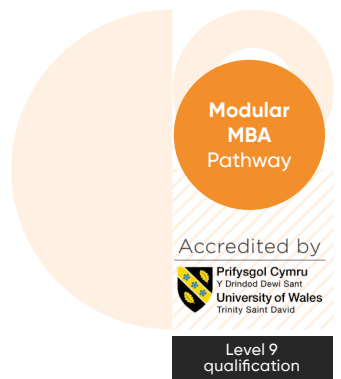
**Feed your motivation.
Discover your potential.
Embark on the next
stage of your career.**

What will I experience?

Throughout the module, you'll learn a variety of skills and subject areas including strategic management in different contexts, strategic management in practice as well as how to perform strategic analysis. You'll also consider ethical issues including sustainability and corporate social responsibility.

What will I learn?

The Strategic Management course will teach you how to develop a strategic plan and achieve the goals within it. By the time you have completed the course, you'll know how to analyse the external and internal content of an organisation and how these will have an impact on the plan. Additionally, you will consider contemporary strategic management issues.



enquiry@ibat.ie

+353 1 8075 055

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