

Advanced Competitive Strategy



General Information

An organisation's results are, in part, the consequences of the decisions made by its leaders. The framework that guides and focuses these decisions is called strategy. The purpose of competitive strategy is to build a distinctive and sustainable competitive advantage over an organisation's rivals.

This course will help you to develop a strategy for business growth and deepen your understanding of the way your business works and its position relative to other businesses in its market.

Who will benefit most?

This course will benefit middle- and senior managers, strategists, executives, project and programme managers, entrepreneurs, change agents and individuals who are responsible for formulating and implementing organisational strategy.

Duration

2-day, 3-evening course contact time including facilitation and group activities

Learning Outcomes

Upon completing this course, participants should be able to:

- Understand and interrogate the context of competition, corporate strategy and relevant theories
- Analyse, formulate and implement strategy in different business environments for achieving competitive advantage
- Apply and review investigative skills in understanding industry strategies
- Select and apply different strategic analytical tools and techniques for leveraging organisational strategy
- Formulate and explain strategies for managing competitive and co-operative dynamics
- Develop business plans and devise systems aimed at efficient management within global markets
- Distinguish between corporate and business strategy
- Understand corporate governance and the roles and obligations of the boards of directors

Certification

- A Certificate of Competence will be awarded to all students who successfully submit and pass their assignments, and exams*
- A Certificate of Completion will be awarded to all students who successfully submit and pass their assignments
- A Certificate of Attendance will be awarded to students who attended the training session

* These students may be considered for credits towards relevant qualifications.

For more information, contact us on:

Tell: **+27 (0) 11 669 5000**

email: **info@regenesys.co.za** • Website: **www.regenesys.co.za**



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