

CERTIFICATE IN STRATEGIC MANAGEMENT



Table of Contents

About Glister Eduversity ..03

Course Overview.... 04

Course Objective..... 05

Details of Program... 06

Content of Syllabus... 07

Reference Books..... 08

About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, we present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with right strategic plans for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



Director: Amit Pandey

Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

Our primary goal is to become one of the most prominent and excellent educational institutes in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

Program overview

In today's fast-changing business world, the capacity to quickly adapt, evolve and transform is what distinguishes successful brands from the rest. Advance your journey of being an effective business leader by joining Glister Eduversity Strategic Management Programme. Become an industry-ready professional with in-demand skills in business management, strategic leadership as well as driving overall business transformation. This Program is for all those who are keen to learn Contemporary business practices and advance their leadership skills.

Start your journey with this programme to become a future-ready business leader with a sound strategic vision, data-driven decision-making capability, holistic business vision, improved acumen and leadership skills that can drive business transformation successfully.

Salient Features



The programme integrates complex strategic issues cutting across functional areas of the business to Develop leaders who can thrive in complexity, navigate uncertainty, collaborate with empathy, and Successfully clinch scalability and growth for their organization.



Accelerate and advance your knowledge in strategy, leadership, and general management driven by Effective communication Broaden your perspectives on business innovation with cutting edge best Practices and insights understand the methods required to navigate through an uncertain Environment and understand the challenges and how to overcome them Learn the tools to build Cross-functional domain expertise, leadership, and influence to drive business growth Learn to Manage your organization's performance in alignment with corporate strategy Understand how to Identify and deal with complex business problems and consistently maintain a path to profitability Learn how to create and lead a culture that embraces change, innovation, and technological disruption.



Course Objective

The 6 Months Strategic Management course is for the Learners who want to work in the Business sector with the aim to learn, develop and practice required by the market. In this course, the emphasis is put on the trainee to acquire the ability to perform as a confident & Competent Business Man.

The objectives of this course are to:

Enhance your leadership capabilities and learn how to develop sustainable, successful business strategies with the Professional Certificate in Strategic Management from Glister Eduversity. Offering practical lecture knowledge and hands-on application of concepts, this program teaches you how to decrease costs, increase operational efficiencies, and improve customer experiences

Learning Outcome:

After completing this programme, participants will be able to:

- Accelerate and advance Your knowledge in strategy, leadership, and general management driven by effective communication
- Broaden your perspectives on business innovation with cutting edge best practices and insights
- Understand the methods required to navigate through an uncertain environment and understand the challenges and how to overcome them
- Learn the tools to build cross-functional domain expertise, leadership, and influence to drive business growth
- Learn to manage your organization's performance in alignment with corporate strategy
- Understand how to identify and deal with complex business problems and consistently maintain a path to profitability
- Learn how to create and lead a culture that embraces change, innovation, and technological disruption.



Details of Programme: Certificate Course in Strategic Management

1. Title of the Course

The Course shall be called as "Certificate Course in Strategic management ", a Regular course of 6 months (240 hrs.) Duration.

2. Duration of the Course

This is a Part time course of 240 hrs. Extended over a period of 6 months duration.

3. What You Will Get:

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

4. Aims and Objectives of the Course

This Strategic management programme provides the perfect balance between aspects related to organizational strategy, governance, performance, and practical aspects of functional domains for senior managers

5. SCOPE:

Business Analyst, Product Strategist, Project Analyst, Project Management Coordinator, Process Coordinator, Compliance Officer, Marketing Consultant, Business, Development Coordinator , Strategic Initiatives Associate, Consumer Insight Analyst , Financial Analyst, Research Investigator.

6. Syllabus

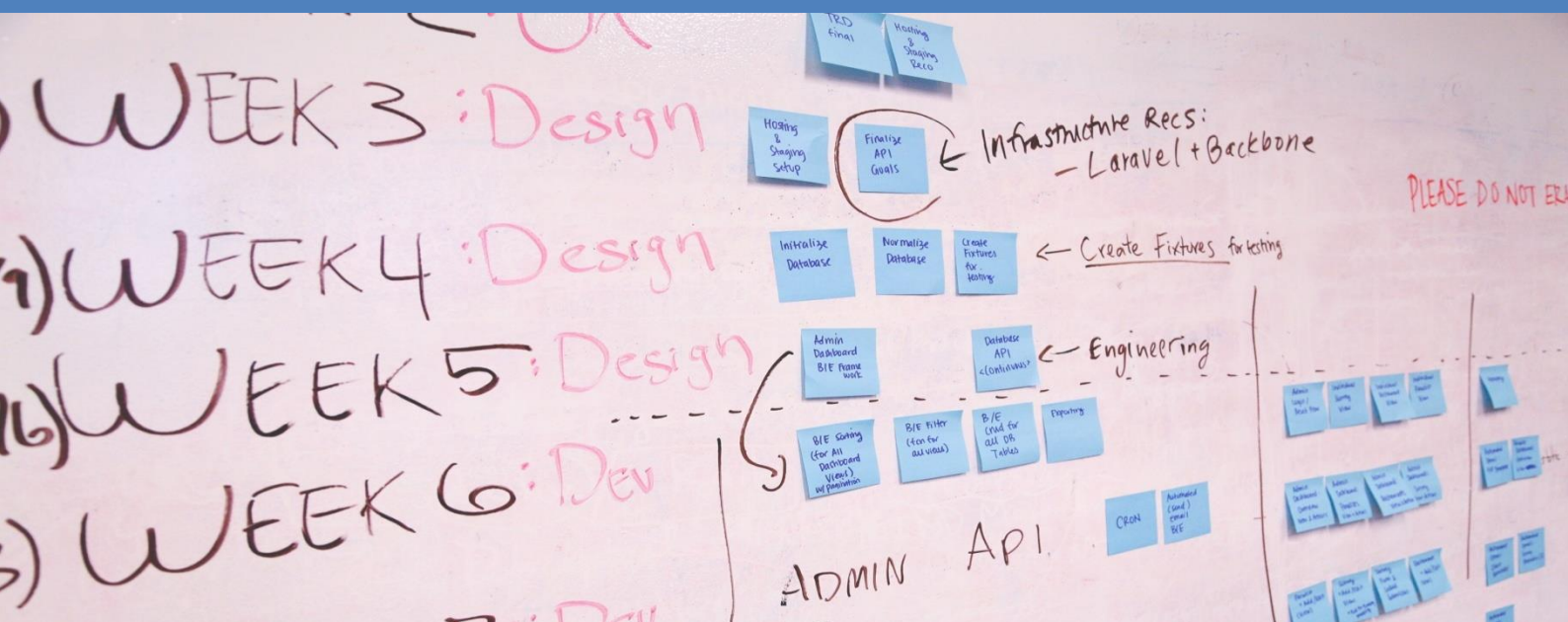
The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Strategic management.

Strategic Management and Innovation	Theory : 70 Marks, Practical/Assignment : 30 Marks
Strategy Formulation.	Theory : 70 Marks, Practical/Assignment : 30 Marks
Strategy Implementation	Theory : 70 Marks, Practical/Assignment : 30 Marks
Strategic Management: Capstone Project	Theory : 70 Marks, Practical/Assignment : 30 Marks

7. Eligibility Conditions

A candidate who has passed at least 12th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

8. Course Fee: INR 15,000+GST/-



Content of Syllabus :

Unit 1:- Strategic Management and Innovation

Introduction to strategy, 21st Century Approach to Business Strategy, The Evolution of Strategy, Past Progress, Past Mistakes, Changing World and Changing Strategies, Capstone Project.

Unit 2:- Strategy Formulation

Introduction to strategy Formulation, Industry Analysis, Resources and capabilities, Global Strategy and Multinational Corporations

Unit 3:- Strategy Implementation

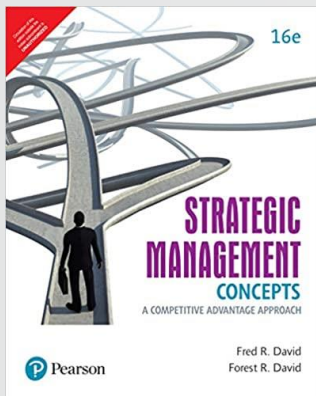
Introduction to Strategy Implementation, Performance Management Systems , Balance Scorecard, Objectives and Key Results (OKR), Aligning Strategy and Organizational: Mechanistic and Organic Structures, Relationship of Structure and Strategy, Dimensions of Structure , Functional Structure , Divisional Structure, Matrix Structure, Network Structure, Choosing Business Unit Structure Based on Strategic Objectives, Communicating the Strategy Within the Organization, Managing Resistance and Other Implementation Risks

Unit 4:- Strategic Management: Capstone Project

Introduction to Capstone Project

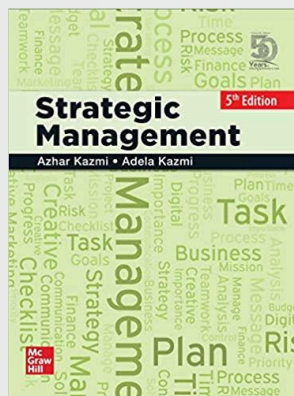


Books For Reference



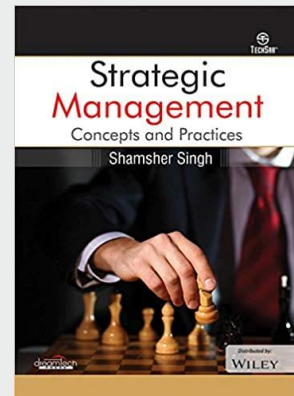
Strategic Management Concepts

Fred. R David



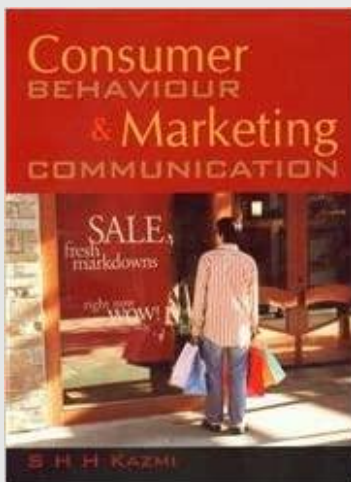
Strategic Management

Azhar Kazmi



Strategic Management: Concepts and Practices

Shamsheer Singh



Consumer Behaviour & Marketing Communication
Kazmi



Business Strategy
Daum