



AMGI MANAGEMENT GROUP INC.

Syllabus: Strategic Management

Module 1 Strategy Process (Vision, Mission, Objectives, Crafting, implement, Evaluating)

Module 2 Strategic Tasks (Executing the Process describe in Module 1)

Module 3 Industry Analysis (Drivers, Competitive Forces, Changes, Rivals, KSF)

Module 4 Situation Analysis (SWOT)

Module 5 Strategic & Competitive Advantage (Low-Cost, Differentiation, Best cost, Offensive, defensive, vertical integration, first mover advantage and disadvantage)

Module 6 Matching Strategy (emerging, maturing, declining, fragmenting, industry leaders, runner up, weak businesses)

Module 7 Strategy Diversification

Module 8 Strategic Analysis

Module 9 Core Competency and Re-Engineering

Module 10 Implementation Strategy

Module 11 Strategy and Culture