



# Strategic Management

<b>Project Scope</b>	A team of up to 25 students, each working in small teams, will analyse and develop a strategic management plan that addresses opportunities and challenges relevant to your business and the industry that you operate in. As an industry client, students will develop research and recommendations regarding how to improve engagement of your stakeholders, how to diversify your sources of revenue as well as conducting a competitor analysis, SWOT analysis, PESTEL analysis etc.
<b>Intake</b>	This topic is offered during our semester two intake (July–November)
<b>Key Commitments</b>	<ul style="list-style-type: none"><li>• Student/client briefing session (Week 3)</li><li>• Final student presentations to client (Week 12)</li></ul>
<b>Project Outcomes</b>	<p>Each student team that you work with will produce two main pieces of work:</p> <ul style="list-style-type: none"><li>• Final presentation: students will detail their final research findings and strategic recommendations, and provide details on how they should be implemented.</li><li>• Final report: The student team will present a professional report outlining all stages of their project research and strategic recommendations.</li></ul>
<b>Mode of Delivery</b>	This program is offered either in person or online.
<b>Participation Fee</b>	There is no participation fee for this program.