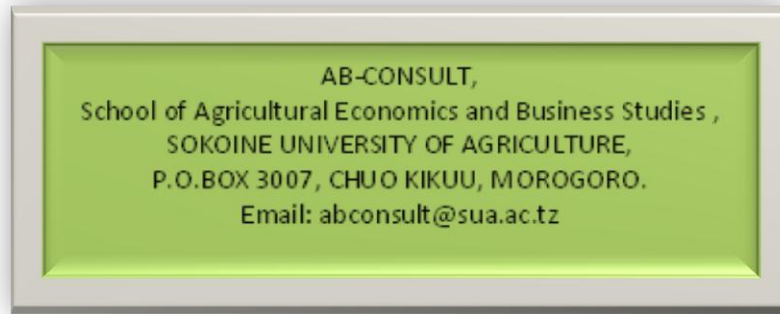


Corporate Strategies and Competitive Advantage

Location: SAEBS Conference Room, SUA, Morogoro



COURSE CONTENT

- Module 1:** The concept of Corporate Strategy
- Module 2:** Strategic Management Process
- Module 3:** Business strategies
- Module 4:** Avoiding strategic drift
- Module 5:** Corporate strategies
- Module 6:** Portfolio Management
- Module 7:** Making choice of a corporate strategy
- Module 8:** Creating a corporate theme
- Module 9:** Mergers and acquisition
- Module 10:** Blue and Red Ocean Strategies
- Module 11:** Strategic Planning Models

A short course on

**Corporate Strategies and
Competitive Advantage**

Fee: TZS 980,000/=

Planned Dates: 6th –10th September, 2021

Deadline is 31st August, 2021

**Mode of Payment: Payment should be deposited into Bank Account:
Bank: CRDB
Account Name: AB-CONSULT
Account Number: 0150358085700**

Who should attend?

The programme is designed to benefit ;Board members, CEOs/MDs/ College Principals/VCs, Strategists, Quality assurance Managers/officers, Cost controllers, Marketing Managers, Financial Managers, Business owners, Operations Managers, Planners, HR Managers/Directors and all other level Managers at all levels, Business owners and all people interested to understand corporate and competitive strategies

COURSE OBJECTIVES

- To impart knowledge and skills on strategic management process to the participants
- To enable business practitioners design effective business strategies
- To impart knowledge and skills on strategic management process to the participants
- To enhance business prosperity in pace with the changing business environment and technology

Contact for details:

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**For registration;
Pay fees before the deadline and
Confirm by sending email to:
abconsult@sua.ac.tz**