

BUSINESS STRATEGY

24 Session

Hybrid  Class

Business strategy is a certification program that discuss how participants can learn various strategies to use for their companies to achieve their objectives, and how to implement them effectively. The curriculum framework in the CBM Business Strategy is prepared based on the Strategic Management Common Body of Knowledge which is the reference in the Strategic Management Society. Adjustments to the realities and challenges that exist in strategic management practices in Indonesia, make the emphasis of the nine parts of the body of knowledge (BOK) not the same. Some sections, such as Strategic Human Capital, Knowledge and Innovation, are not included because they have been accommodated in our other CBM programs.

Learning Objectives

- The Scope of Strategic Management:
- External Analysis - Concepts
- External Analysis - Identifying Business Opportunities
- Internal Analysis - Concepts
- Internal Analysis - Business Life Cycle
- Competitive Strategy
- Business Model Canvas
- The Concept of Business Growth: Growth Horizon and Source of Growth
- Growth and Business Model Innovation
- Growth Financing
- Managing Growth Problems
- Situational Strategy: Mature, Decline and Turbulance
- Strategy Deployment & Execution:
 - Systemic Approach of Strategic
 - Leadership
 - Examples
- Strategic Leadership:
The Role of Leaders in Managing Growth (Guest Lecturer)

Learning Method

- Synchronous online learning and hybrid learning
- Case study
- Group discussion
- Exam
- Guest speaker.

Participants

In order to make the learning program run well and generate significant added value, participants involved in this program MUST HAVE the necessary profiles as listed below:

- Being at a management level that has taken integrative cross-functional decisions
- And at least one of the following:
 - At a management level that has exposure to business strategy decision making (strategies to form competitive advantage) or corporate strategy (strategies to grow through a business portfolio)
 - Work in the field of business development either as a company management actor or a Business Consultant
 - A company owner
 - Carry out duties as a Commissioner or Independent Commissioner in the company.

Starts:

7 February 2025

18 June 2025

Tuesday & Thursday

07.00 – 09.00 pm

Prasetiya Mulya Campus

Jl. R.A. Kartini (TB Simatupang)

Cilandak Barat

Jakarta Selatan 12430

IDR 18.000.000,-

Subject to 11% VAT.

Early Bird:

Investment fee deduction of 7.5% for payments made 5 (five) days prior to the program commencement.