



ADVANCEMENT



Certificate in Strategic Planning
CABA Distance Learning

Chartered Association of Business Administrators

The Chartered Association of Business Administrators are delighted to offer the Certificate in Strategic Planning. This highly practical course will help develop and enhance your strategic business skills.

Who should take this course?

This course is designed for those responsible for strategic management, finance management, business analysis, group accountancy, corporate development, operations, business development and planning, business performance, planning and budgeting, marketing information, research and development, business systems management, business project management, business information and corporate planning.

The Strategic Planning Process

In today's highly competitive business environment, budget-orientated planning or forecast-based planning methods are insufficient for a large corporation to survive and prosper. The firm must engage in strategic planning that clearly defines objectives and addresses both the internal and external situation to formulate strategy, implement the strategy, evaluate the progress, and make adjustments as necessary to stay on track.

Therefore strategic planning is not a product but a process. It requires the ability to work closely with a management team, to provide a framework for exploring options, to challenge conventional thinking, and to build consensus around a pragmatic plan.

Course Introduction

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Top 5 Learning Objectives

- Make the best strategic choices to ensure better bottom line results;
- Evaluate your business strategy to increase business effectiveness;
- Formulate business strategy in the face of increased globalisation;
- Successfully implement strategic change across the organisation and match business operations with your business plan;
- Maximise your marketing and sales strategies to beat competition and align financial planning with your business;



The Full Syllabus

This section sets out the syllabus for each of the 3 papers at operational level of the qualification

The three papers consist of:

Enterprise Strategy | Performance Strategy | Financial Strategy

Enterprise Strategy - Syllabus Overview

This paper covers integration of skills across functions, and concentrates on developing the knowledge and skills used in designing and implementing strategy. Strategy is developed in a context, and, understanding how an organisation's external environment and stakeholders affect strategy development is important. Context and the internal capabilities of an organisation shape the generation and evaluation of strategic options. Therefore implementing strategy involves tools and techniques associated with change management.

Performance Strategy - Syllabus Overview

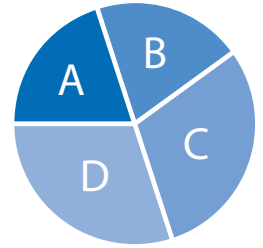
Two key issues underpin the Performance Strategy paper - what risks does an organisation face and how can those risks be managed and controlled? The scope of the paper includes financial and non-financial risks. The management strategies covered extend to the use of financial instruments, and more general strategies of risk identification and management, involving establishing and monitoring appropriate systems of internal control. With the growing importance of 'new' sources of risk, the paper pays particular attention to risks arising from governance, ethical and social environmental issue.

Financial Strategy - Syllabus Overview

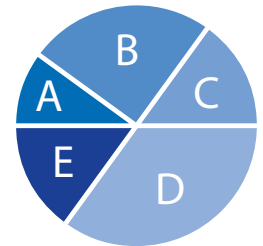
This paper deals with the key elements in designing and managing the organisation's financial strategy, in the context of contributing to achieving the organisation's objectives and within constraints, such as the general regulatory and investment environment. The features and implications of the full range of major financing instruments are covered. A broad range of types of investment decision is also covered and it is recognised throughout that such decisions need to take account of broader strategic issues as well as financial analysis.

Syllabus structure and Weightings

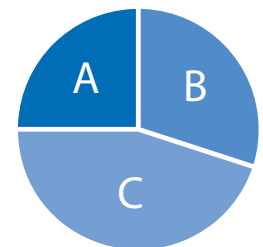
A	Interacting with the Competitive Environment	100%
B	Change Management	100%
C	Evaluation of Strategic Options	100%
D	Implementation of Strategic Plans Systems	100%



A	Management Control Systems	100%
B	Risk & Internal Control	100%
C	Review & Audit of Control Systems	100%
D	Management of Financial Risk	100%
E	Risk & Control in Information Systems	100%



A	Financial Analysis	100%
B	Financial Strategy	100%
C	Financial Accounting	100%
D	Organizational Management & Information Systems	100%



Examination

Distance learning program. The examination is available world-wide & on demand.

3 hour examination for each module. Passmark 50%.

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