Mindluster Platform

About the course Business Strategy full Course

Course Presenter : MeanThat

Business Strategy Full Course: In this course, we will learn about key concepts in business strategy, including market analysis, competitive advantage, and strategic planning, to drive organizational success and growth. MeanThat

Business Category's Courses

Course Lesson(29)

Lesson 1 : **1 0 Introduction to Module 1 Organisational Environment**

Lesson 2 : **1 1 Introduction to Business Strategy**

Lesson 3 : **1 2 Macro Environment of Organisation PESTEL framework**

Lesson 4 : **1 3 Industry of Organization Porter Five Forces Framework**

Lesson 5 : **1 4 PorterÂ´s Five Forces Continued**

Lesson 6 : **1 5 Industry Life Cycle**

Lesson 7 : **1 6 Blue Ocean Thinking Competitor Analysis**

Lesson 8 : **2 0 Introduction to Module 2 Strategic Capabilities**

Lesson 9 : **2 1 Strategic Capabilities of Organisations**

Lesson 10 : **2 2 VRIN Model For Assessing Organisations Capabilities**

Lesson 11 : **2 3 OrganisationÂ´s Value Chain and Value Network**

Lesson 12 : **2 4 SWOT Analysis**

Lesson 13 : **3 0 Introduction to Section 3 Business Strategies**

Lesson 14 : **3 1 Generic Competitive Strategies**

Lesson 15 : **3 2 Cost leadership Strategy**

Lesson 16 : **3 3 Differentiation Strategy**

Lesson 17 : **3 4 Focus Strategy**

Lesson 18 : **3 5 The Strategy Clock**

Lesson 19 : **3 6 Interactive Competitive Strategies**

Lesson 20 : **3 7 Game Theory for Business Strategy**

Lesson 21 : **4 0 Introduction Module 4 Corporate Level Strategy**

Lesson 22 : **4 1 Strategy Directions**

Lesson 23 : **4 2 Diversification Drivers and Effectiveness**

Lesson 24 : **4 3 Vertical Integration**

Lesson 25 : **4 4 Portfolio Matrices**

Lesson 26 : **5 0 Introduction to Module 5 Innovation**

Lesson 27 : **5 1 Innovation Dilemmas**

Lesson 28 : **5 2 Innovation Diffusion**

Lesson 29 : **5 3 Innovators and Followers**

Related courses

Business Entrepreneurship

Business Soft Skills

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Intellectual Property

How to Start Business

Start a Cleaning Business

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