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Course Curriculum



Advanced Skills On Business Strategy

Course Description:

Long term business planning is called business strategy. It is also called the roadmap of business. The aim of business strategy is to improve the overall effectiveness of business management. It is very significant in business to make decision because it identifies the strengths and weaknesses of business. Basically, it focuses on potential competitor, targeted market and planning on operations. However, it is almost difficult to carry on business for long time without proper strategy. That is why, before starting business, it is to settle targeted customers and find out existence and potential competitors in the market. A compact business strategy prepares solid direction which pave the way to go ahead by overcoming all hindrance appear during business. From the above points, we can say that business strategy helps to reach individual and organization to destination safely. In this case, Chartered Skills have designed a dynamic course for the people who are new in business and want to implement their ideas in management operation tactfully. No doubt acting businessmen would be benefited from this course as well.

Course Requirements:

- A basic understanding of business is required.

Course outline:

- Introduction to Business strategy
- Business Model
- Business Model innovation
- Revenue Model for Business
- Techniques to make a business strategy
- Assignment

What you'll learn:

- Understand the Business Model Canvas
- Master the Different Types of Innovation
- Design Innovative Business Models
- Differentiate From Competition
- Understand Purchasing Psychology
- Define Innovative Revenue Models
- Learn to make a business strategy. Try to make a business model canvas. Innovates a new model and learns to differentiate with 3 models. You can make strategies for your own business or others. Both ways you will get benefited.

Who this course is for:

- Entrepreneurs who run small business or startup owners, Innovation managers, and C-level executives are fit for this course

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