



MICRO-AWARD IN MANAGING BUSINESS STRATEGY

Embark on a strategic journey that will elevate your business acumen and equip you with the skills to navigate the complex landscape of modern business. The Micro-Award in Managing Business Strategy at NBUC is tailored for individuals seeking a comprehensive understanding of business strategy and its practical applications.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Upon successful completion, you will receive a Micro-Award and gain valuable insights into managing business strategy effectively. Join us at NBUC to acquire the knowledge and skills needed to lead strategic initiatives in today's competitive business environment.

Enroll today and take the first step toward mastering the art and science of business strategy!

Assessment

- Coursework: 80%
- Examination: 20%

COURSE HIGHLIGHTS

- **Business Environment Analysis:** Understand the external factors impacting businesses and industries. Learn to conduct comprehensive analyses of the competitive landscape and market trends.
- **Strategic Planning and Implementation:** Master the art of strategic planning, including goal-setting, resource allocation, and effective execution. Develop skills to align organizational activities with strategic objectives.
- **Risk Management:** Explore strategies for identifying, assessing, and mitigating risks in business. Understand how risk management is integral to sound strategic decision-making.
- **Business Ethics and Social Responsibility:** Delve into the ethical considerations of business strategy. Explore the role of social responsibility in strategic decision-making and its impact on organizational reputation.

Why NBUC?

EXCELLENT ACHIEVEMENT

Outstanding achievement in the Rating System for the Malaysian Higher Education Institutions (SETARA) with an Excellent rating.

AFFORDABILITY

HRDF and various financial aid available

KEY FEATURES

- **Strategic Thinking:** Develop a strategic mindset and learn how to analyze business environments, identify opportunities, and formulate effective strategies to achieve organizational objectives.
- **Competitive Advantage:** Explore the concept of competitive advantage and discover how to position your organization in the market for sustained success. Learn to leverage strengths and opportunities while addressing challenges.
- **Global Business Perspective:** Gain insights into the intricacies of global business strategy. Understand the challenges and opportunities of operating in an interconnected and dynamic global marketplace.
- **Innovative Business Solutions:** Explore innovative approaches to problem-solving and decision-making. Learn to adapt to changing circumstances, foster innovation, and drive sustainable growth.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

[Master in Management](#)



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