



Business and Functional Strategies

Competitive challenges increase daily so the need to develop the right analytical tools is crucial in keeping your company's position as a leader. Skillful business and competitive analysis will guide you in making the right decisions. Shifting organizational business functions and strategies in a timely and prioritized manner after careful analysis will keep your organization relevant and allow for growth and profitability. Thorough analysis is the key to successful insights and/or intelligence and will provide you with value-added strategic decisions.

Special Offer

Clients who register for this course will receive a complimentary 3 month subscription to the Financial Times and FT.com. The Financial Times is the world's most respected financial newspaper, providing a broad assessment on finance, business and the industrial sector. Subscriptions will start within 6-8 weeks of the application process and are limited to one per client. For questions about your subscription, call 800-628-8088 or email uscirculation@ft.com. U.S. enrollees only. (All non-U.S. enrollees will receive a subscription to FT.com only.)

Advance Preparation

No advance preparation required.

Learning Objectives

Students will be able to:

- . Define business and functional strategies
- . Define a company strategy and value proposition
- . Assess the resources required to compete
- . Realize and execute through functional strategies

- . Identify key components of functionality in a business
- . Understand the market and competition
- . Understand and interpret business cycles
- . Identify strengths and weaknesses, opportunities and threats
- . Analyze the interrelationship of these components for success
- . Case study discussions

Level: Basic

CPE Credits: 14.0

Instructional Method: Group-Live

Detailed Outline

AM - Internal Considerations

Compare and contrast business versus functional strategies

A business strategy's scope refers to the business as a whole and the goals and objectives of the business within its industry. Frequently, a corporate strategy will oversee the business strategy if there is more than one business. A functional strategy defines further the business through different units and how each unit will operate in order to fulfill the overall business strategy. Define corporate level, business level and functional levels.

Assessing the resources

Cross functional coordination, organizing and determining resource allocation, global distinctions among functionalities

PM - External Considerations

Analysis of product line and business within the industry

Divisions, life cycle, innovation, critical success factors within the industry, geographic considerations

Analyze the case conversion cycle

Determine the length and business and financial risks within the case conversation cycle, funding of working investment and long term sources of capital

Analyze the competition

Porter framework, SWOT analysis, risk analysis, strategic partnerships.joint ventures

Functional Strategies

Marketing, manufacturing, IT, financial, human resources, research and development, sales, operational/administrative

Functional Strategy Objectives

Profitability, market share, talent management, capital requirements, cost efficiency, product quality, innovation, social responsibility

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