

APPROVED

Certificate in Corporate Strategy Implementation
Faculty of Business and Humanities

Award Class					
Awards					
Certificate					
Programme Code	CR_BCSIM_9	Mode of Delivery	Part Time	No. of Semesters	1
NFQ Level	9	Embedded Award	No	Programme Credits	10
Next Review Date					
Review Type				Date	
Programmatic Review				01/05/2024	
Department	ORGANISATION & PROFESSIONAL DEVELOPMENT				
Field of Study	3450 - Business & Management				

Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

#	PO Domains	Programme Learning Outcome
PO1	Knowledge - Breadth	An in-depth knowledge of the practicalities associated with corporate strategy development and implementation. Learners will formulate, implement, monitor, evaluate and review a comprehensive strategic management plan and assess it in the context of planned versus emergent strategy.
PO2	Knowledge - Kind	The competence and knowledge required to select and implement a toolkit of strategic management models to better understand an organisations internal and external environment. The diversity of strategic development options, along with the challenges of strategic management implementation will be examined. Students will be equipped to apply the theoretical concepts to their own workplace.
PO3	Skill - Range	A broad range of personal and organisationally focussed skills to ensure effective strategic management understanding and implementation. The simulation will be undertaken in teams requiring strategic management knowledge as well as effective communication, negotiation and decision making skills.
PO4	Skill - Selectivity	The ability to adapt strategic implementation to emerging opportunities and threats through exploration of emergent versus planned strategies. Through this exploration students will develop an understanding of both the need to adapt as well as the need to remain firm in corporate strategy implementation.
PO5	Competence - Context	Contribute positively to their organisations strategic management development process. Organisational opportunities and threats do not reside at management level alone, learners will be equipped to contribute positively to their organisations strategic management process resulting in better outcomes.
PO6	Competence - Role	The ability to initiate, stimulate and lead corporate strategy discussions in their teams or with colleagues due to an enhanced strategic management skillset. Demonstrate the ability to implement strategy initiatives that are cognisant of corporate strategy goals and objectives.
PO7	Competence - Learning to Learn	The competence to take responsibility for their own learning through directed study, independent study and as an active contributor to their team assignment. Utilize their learning from this programme to drive the corporate strategy agenda at all levels of their organisations - developing an ability to deal with new experiences and unfamiliar situations and continue their path of lifelong learning.
PO8	Competence - Insight	The confidence to act as a advocate of corporate strategy and enabler of strategic management initiatives within their organisation, encouraging other employees to offer new ideas and perspectives based on their diverse experiences, thus ensuring the spread knowledge, and enhanced employee engagement, commitment, and participation in Corporate Strategy Implementation.

Semester Schedules
Year 1 / Semester 1

Mandatory				
Code	Title	Module Coordinator	Version	Credits
MGMT9038	Business Environ. Simulation	Katie Power	2	10