

“We educate leaders  
with holistic  
characteristics to serve  
the global community”

## WHY MICRO-CREDENTIAL

- Tuition Fee (For 1 Module) **Only RM630**
- Experienced lecturers from Universiti Utara Malaysia
- Teaching and learning in the Malay language Weekend classes only
- Course duration is only **1 MONTH**
- **HRDF Claimable** under the SBL scheme
- Classes are conducted **ONLINE**



Pusat Pengajian  
Pengurusan Perniagaan  
SCHOOL OF BUSINESS MANAGEMENT  
Universiti Utara Malaysia



## Micro Credential in Strategic Management



## Course Topic



- Introduction
- Strategic Planning For An Organisation
- External Environmental Scanning
- Internal Environmental Scanning
- Strategy Formulation
- Strategy Implementation
- Ethics And Strategic Management

## Micro Credential



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## Course Synopsis

-  This course introduces an overview of strategic management and how organisations survive in changing and uncertain times.
-  It provides an understanding of how organisations must plan and scan the environment in order to draw up a long term strategy of survival and achieving competitive edge. This course will help students to utilise the principles towards more effective performance of the organization.

**JANGAN TUNGGU LAGI !!**  
**SEBARANG PERTANYAAN**  
**SILA HUBUNGI:**



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