

OTHM Higher Diploma

Corporate Business Strategy and Finance

The Corporate Business Strategy and Finance course is one of three courses of Part I of the OTHM Higher Diploma. This course assumes knowledge gained in the Diploma level OTHM course Financial Management and Information Systems.

Aims and Objectives

The module aims to provide participants with:

- Different approaches to strategic formulation
- Understanding of the influences of the Environment on the organisation
- Ability to appraise strategic options and make recommendations
- Appreciation of Financial Strategy in decision-making
- Understanding of Capital Investment Strategy

Learning Outcomes

By the end of the module students will be able to

- Identify and Contrast differing corporate frameworks and objectives
- Understand the nature and importance of setting objectives
- Recommend appropriate changes to aims and goals of an organisation
- Identify and quantify competitive forces
- Evaluate International Environment
- Assess the organisations customer profiles
- Assess competitor analysis
- Appraise SWOT
- Review performance, Resources and capabilities
- Evaluate the benchmark exercises
- Appraise organisations value chain and the financial implications.
- Appraise the organisations strategic objectives in relation to external boundaries
- Appraise growth and divestment strategies
- Understand reaction to competitors' action
- Identify a financial strategy including investment