



Your Way To Strategies

IBDL Master Certification brings together the key strategic thinking, leadership skills of strategic planning, and conflict management which are required to succeed in today's complex and challenging business environment. It links the strategy of today's firm with the desired outcomes of revenue, profits and growth through value creation and market focus.

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Study Content:

1. What Is Strategy and Why Is It Important?
2. Charting a Company's Direction:
3. Evaluating a Company's Resources, Capabilities, and Competitiveness.
4. The Five Generic Competitive Strategies.
5. Strengthening a Company's Competitive Position.
6. Strategies for Competing in International Markets.
7. Corporate Strategy.
8. Building an Organization Capable of Good Strategy Execution.
9. Leadership.
10. Fifteen Complete Harvard Case Studies.

You Will Obtain:

- 90-day access to IBDL's e-Learning course
- IBDL Master Textbook or E-Book
- Mind maps
- Flash Card
- Online practice test
- IBDL official examination (3 attempts)

Credential

This course is a preparation for the international exam of **IBDL Master** accredited by Management Development Institute at Missouri State University.

