



CSP

Certified Strategic Planner

About this course

This program is a certification program of the Institute of Certified Business Consultants. This is a highly practical course to help develop and enhance your strategic business skills. Certificate in Strategic Planning satisfies the educational requirements of the Certified Strategic Planner designation.

Experience requirement for the certification is three years.

Who should take this course?

This course is designed for those responsible for strategic management, finance management, business analysis, group accountancy, corporate development, operations, business development and planning, business performance, planning and budgeting, marketing information, research and development, business systems management, business project management, business information and corporate planning.

The Strategic Planning Process

In today's highly competitive business environment, budget-orientated planning or forecast-based planning methods are insufficient for a large corporation to survive and prosper. The firm must engage in strategic planning that clearly defines objectives and addresses both the internal and external situation to formulate strategy, implement the strategy, evaluate the progress, and make adjustments as necessary to stay on track.

Therefore strategic planning is not a product but a process. It requires the ability to work closely with a management team, to provide a framework for exploring options, to challenge conventional thinking, and to build consensus around a pragmatic plan.



Learning Objectives

Make the best strategic choices to ensure better bottom line results;

Evaluate your business strategy to increase business effectiveness;

Formulate business strategy in the face of increased globalization;

Successfully implement strategic change across the organization and match business operations with your business plan;

Maximize your marketing and sales strategies to beat competition and align financial planning with your business;

Syllabus

The syllabus for the level of the qualification consist of:

1. Enterprise Strategy
2. Performance Strategy
3. Financial Strategy

Program Duration

The Program is covered in 18 hours delivered on 6 sessions – 3 hours per session.

Professional Designation

Successful candidates are granted the designation of CSP. The designation CSP may be used just as similar recognitions are employed in accounting, insurance, medicine, law, and other professions. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc.