

Statement of participation

Guest user

has completed the free course including any mandatory tests for:

What is strategy?

This 5-hour free course focused on practitioner views of strategy and application of its major theoretical advances in professional life.

Issue date: 14 March 2022



www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:

<https://www.open.edu/openlearn/money-business/what-strategy/content-section-0>

COURSE CODE: **B301_1**

What is strategy?

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Course summary

Please note: this course will be closing on 11 May 2022. After this date, you will no longer be able to study the course but if you've already gained your certificate this will continue to display in your learner profile. Thinking about strategy generates many controversial questions. This free course, What is strategy?, focuses on practitioner views of strategy. You will learn about application of its major theoretical advances in professional life. The course provides definitions of the concept of strategy and strategy-related vocabulary and examines Mintzberg's five Ps framework.

Learning outcomes

By completing this course, the learner should be able to:

- define the concept of strategy and its meaning to practitioners
- explain the strategy vocabulary including such terms as mission, vision, aims and objectives, and control
- apply Mintzberg's 5 Ps framework to analyses of strategy of an organisation.

Completed study

The learner has completed the following:

Section 1

Definition of strategy

Section 2

Five Ps of strategy