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Statement of participation

Guest user

has completed the free course including any mandatory tests for:

Introducing a framework for strategy

This 10-hour free course demonstrated how the processes of analysing, choosing and implementing strategy are interrelated and iterative.

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/business-strategy-studies/introducing-framework-strategy/content-section-0

COURSE CODE: **BB835_1**

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Introducing a framework for strategy

https://www.open.edu/openlearn/money-business/business-strategy-studies/introducing-framework-strategy/content-section-0

Course summary

Please note: This course will be closing on 27th April 2022. You can still study the course and gain a certificate in the course up until this date. The record of the course completion will still be on your OpenLearn profile after the course closes. If you are currently engaged in strategic decision-making, or will be in the future, this free course, Introducing a framework for strategy, will stimulate your imagination and inform your judgement. An understanding of the frameworks of strategy and an ability to use them imaginatively will help your organisation survive in the longer-term and perform its role more effectively.

Learning outcomes

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

- distinguish between different approaches to strategy making
- distinguish between strategic and operational issues
- recognise the different organisational levels at which strategy operates
- appreciate the links between the stages of the strategy process: analysing, choosing and implementing strategy.

Completed study

The learner has completed the following:

Section 1

Introducing the framework

Section 2

The strategy framework and the strategy process

Section 3

Introducing the four pressures

Section 4

Our approach to strategy: critical, conversational and messy

Section 5

Conclusion