



IMA STRATEGY AND COMPETITIVE ANALYSIS LEARNING SERIES®: COURSE 1: THE STRATEGIC PLANNING PROCESS

The goal of this course is to explore the fundamentals of strategy, examine the components of a strategic management system, and consider the ways finance and accounting professionals can be business partners in the strategy-making process.

Learning Objectives:

Upon completion of this course, you should be able to:

1. Define strategy, competitive advantage, and the components of the strategic management system
2. Recognize how the strategic management system can add value to an organization
3. Describe the building blocks of strategy and their role within strategy formulation
4. Identify the opportunities for the finance team to get more engaged in the strategic planning process

Delivery Method: QAS Self-Study

CPE Credit: 3.5 NASBA CPE credits

Field of Study: Business Management & Organization

Knowledge Level: Intermediate

Prerequisites: Work experience in a professional business environment or educational studies with exposure to strategic concepts.

Advance Preparation: N/A

Release Date: 5/23/2017

Resource(s):

The following resource is required but not included within the course:

- Book: *HBR's 10 Must Reads on Strategy*

It is recommended that you complete each certificate in sequential order as the content presented in each certificate builds on training in previous certificates.

NASBA CPE information and Complaint Resolution and Refund Policy:

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>



IMA STRATEGY AND COMPETITIVE ANALYSIS LEARNING SERIES®: COURSE 2: Environmental Scanning and Internal Analysis

The goal of this course is to continue to explore strategic analysis and take an in-depth look at some of the analytical tools used to perform an environmental scan of an organization's internal and external environment.

Learning Objectives:

Upon completion of this course, you should be able to:

1. Identify key external environmental scanning factors and the analytical tools STEEP, PESTEL, and Porter's Five Forces.
2. Describe the competition and market-related issues impacting strategy, including life cycle, structure, segmentation, intelligence, and strategy risk.
3. Define internal analysis and the analytical tools that help an organization identify its strengths, weaknesses, and core and differentiated competencies.
4. Recognize how the value chain, SWOT analysis, and Gap analysis can lead to a firm's competitive advantage

Delivery Method: QAS Self-Study

CPE Credit: 4.5 NASBA CPE credits

Field of Study: Business Management & Organization

Knowledge Level: Intermediate

Prerequisites: Work experience in a professional business environment or educational studies with exposure to strategic concepts.

Advance Preparation: N/A

Release Date: 5/23/2017

Resource(s):

The following resource is required but not included within the course:

- Book: *HBR's 10 Must Reads on Strategy*

It is recommended that you complete each certificate in sequential order as the content presented in each certificate builds on training in previous certificates.

NASBA CPE information and Complaint Resolution and Refund Policy:

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>



IMA STRATEGY AND COMPETITIVE ANALYSIS LEARNING SERIES®: COURSE 3: Creating Competitive Advantage at the Business and Functional Levels

The goal of this course is to explore the fundamentals of competitive advantage and to consider some specific business- and functional-level strategies.

Learning Objectives:

Upon completion of this course, you should be able to:

1. Demonstrate an understanding of competitive advantage
2. Identify the cost leadership and product/service differentiation strategies of achieving competitive advantage
3. Explain the importance of core and differentiated competencies and how they can lead to a sustained competitive advantage
4. Describe key business-level strategies and how they are used to improve a company's competitive position
5. Recognize how operational excellence, quality optimization, technology, and innovation can be used to develop an effective functional-level strategy

Delivery Method: QAS Self-Study

CPE Credit: 4 NASBA CPE credits

Field of Study: Business Management & Organization

Knowledge Level: Intermediate

Prerequisites: Work experience in a professional business environment or educational studies with exposure to strategic concepts.

Advance Preparation: N/A

Release Date: 5/23/2017

Resource(s):

The following resource is required but not included within the course:

- Book: *HBR's 10 Must Reads on Strategy*

It is recommended that you complete each certificate in sequential order as the content presented in each certificate builds on training in previous certificates.

NASBA CPE information and Complaint Resolution and Refund Policy:

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>

IMA Strategy and Competitive Analysis Learning Series®:

Course 3: Creating Competitive Advantage at the Business and Functional Levels • Course Details

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IMA STRATEGY AND COMPETITIVE ANALYSIS LEARNING SERIES®: COURSE 4: Corporate and Global Strategies and Sustaining Competitive Advantage

The goal of this course is to explore corporate and global strategy formulation as well as to understand the importance of maintaining competitive advantage for long-term growth, profitability, and organizational sustainability.

Learning Objectives:

Upon completion of this course, you should be able to:

1. Identify portfolio analysis tools, and key growth and restructuring strategies at the corporate level
2. Review important factors an organization must consider when expanding globally such as market expansion, value chain optimization, risks of conducting international business
3. Recognize the importance of sustaining competitive advantage

Delivery Method: QAS Self-Study

CPE Credit: 3.5 NASBA CPE credits

Field of Study: Business Management & Organization

Knowledge Level: Intermediate

Prerequisites: Work experience in a professional business environment or educational studies with exposure to strategic concepts.

Advance Preparation: N/A

Release Date: 5/23/2017

Resource(s):

The following resource is required but not included within the course:

- Book: *HBR's 10 Must Reads on Strategy*

It is recommended that you complete each certificate in sequential order as the content presented in each certificate builds on training in previous certificates.

NASBA CPE information and Complaint Resolution and Refund Policy:

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>



IMA STRATEGY AND COMPETITIVE ANALYSIS LEARNING SERIES®: COURSE 5: Strategy Implementation and Performance Evaluation

The goal of this course is to explore strategy implementation and performance evaluation and consider the role of risk, governance, ethics, and social responsibility in strategy execution.

Learning Objectives:

Upon completion of this course, you should be able to:

1. Demonstrate an understanding of marginal analysis and investment decision analysis used when evaluating strategic alternatives.
2. Identify the components of risk management including risk analysis, strategies to mitigate risk, and the importance of enterprise risk management (ERM).
3. Describe the characteristics of successful strategy implementation including leadership, communication, workforce engagement, effective deployment, and change management practices.
4. Recognize the critical tools of strategy measurement and organizational performance including evaluation and control, balanced scorecard, benchmarking, strategy maps, key metrics, profitability measures, and international considerations.
5. Explain the importance of governance, ethics, and social responsibility in strategy implementation.

Delivery Method: QAS Self-Study

CPE Credit: 5.5 NASBA CPE credits

Field of Study: Business Management & Organization

Knowledge Level: Intermediate

Prerequisites: Work experience in a professional business environment or educational studies with exposure to strategic concepts.

Advance Preparation: N/A

Release Date: 5/23/2017

Resource(s):

The following resource is required but not included within the course:

- Book: *HBR's 10 Must Reads on Strategy*

It is recommended that you complete each certificate in sequential order as the content presented in each certificate builds on training in previous certificates.

NASBA CPE information and Complaint Resolution and Refund Policy:

<https://www.imanet.org/career-resources/nasba-cpe-requirements?ssopc=1>

IMA Strategy and Competitive Analysis Learning Series®:

Course 5: Strategy Implementation and Performance Evaluation • Course Details

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