

# Micro-Credential in Competitive Intelligence and Asian Business Strategy



**Delivery mode:** Online

**Duration of Study:** 7 Weeks / 7 Hours

**Level:** Advanced

## Business & Entrepreneurship

The global business landscape is ever-changing, and the pace of change continues to accelerate, compelling organisations across every industry to continuously transform their business models, operational systems and processes.

It is at this forefront of change, that employees equipped with the most necessary skill sets – both hard skills and soft – can steer organisational success in the right direction.

Through continuous learning, employees can increase their levels of performance and engagement, honing their skills across subjects that are relevant to their workplace to be more in tune with the industry's demands, and support the organisation's business objectives successfully. The future of work will see versatile, skilled employees better-equipped to meet rapidly changing customer needs and market shifts; to be more in-demand and highly sought after.

Meanwhile, entrepreneurial education and training provides individuals with the ability to recognise commercial opportunities, and the knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept, managing resources, and initiating a business venture.

## Programme Overview

In today's dynamic environment, effective business decision-making requires managers to use timely and accurate information for decision-making. This course will also build an understanding of business environments and the development of strategies to capitalise on opportunities within Asia. Topics will include: Introduction to Competitive Intelligence, Gathering Competitive Intelligence Data and Sources, Analysing Data and Applying Data to Strategy Development, Strategic Thinking and Analysis Tools for Decision Making, Managing Operations, Marketing and Finance, Strategic Management System, Strategic Importance of Asia, Business Environment in Asia, Strategy Evaluation, Strategic Alliances and Marketing for Asian Business.

## Assessment

- Coursework: 100%
- Examination: None

## Areas of Knowledge

- The theory and practice of competitive intelligence in formulating business strategy.
- Techniques and tools relevant to a variety of competitive intelligence approaches.
- The market environment and business strategies within the context of Asia.
- Opportunities and the appropriate strategies for the firm's growth and sustainability.

## Why UNITAR?

### 5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

### AFFORDABILITY

HRDF and various financial aid available.

### UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

## COURSE PROGRESSION >>>

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

### Master in Business Administration (Online)

## Course Modules

### Lesson 1: Introduction to Competitive Intelligence, Strategy, and Decision-Making

- What is competitive intelligence?
- How is competitive intelligence being conducted and how should it be performed?
- How do companies compete?
- Key internal and external business drivers
- Legal and ethical aspects of competitive intelligence

### Lesson 2: Collecting Data

- Planning and initial data gathering
- Understanding sectors
- Refining search
- Systematic sources
- Foreign sources
- Human resource intelligence
- Observation

### Lesson 3: Analysis of Data to Intelligence

- Financial sections
- Non-financial sections
- Assessing information quality
- Descriptive analysis
- Comparing and positioning companies
- Techniques to intelligence
- Disseminating intelligence
- Counter-intelligence

### Lesson 4: Introduction to Strategy

- What is strategy?
- Building competitive advantage
- Analysis tools for decision making

### Lesson 5: Strategic Management Process

- Strategic planning and strategic thinking
- Strategy execution
- Strategy evaluation and control

### Lesson 6: Strategic Boundaries

- Vertical, horizontal integration
- Outsourcing
- Cooperation and competition

### Lesson 7: Expanding the Scope of the Firm

- Global strategy
- Emerging market strategy
- Approaches and evaluation of Asian business strategies



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