

## **DAY ONE**

### **Strategic Planning**

**Case Study: Case study on Blackberry – short video from CEO and review of shot articles and news clips coupled with a group discussion on Blackberry’s strategy and why it failed**

### **Strategy Formation**

**Case Study: PESTAL analysis case study on Shell; followed by a video from Shell and further group discussion including discussion on Porters Five Forces.**

## **DAY TWO**

### **Strategic Options and Choices**

**Case Study: This Harvard case study will be the basis of an entire 2 hours session on a large case study that covers all aspect of corporate strategy with practical application of the models reviewed and significant group discussion.**

## **DAY THREE**

**Measurement and Monitoring of Performance/  
Benchmarking with DuPont Ratio Analysis**

**Investment Appraisal and Cash Flow Analysis**

**Levered Analysis: Funding Assumptions, IRR and APV**

**Strategies for Growth**

## **DAY FOUR**

**Analyzing and Assessing Different Sources of Finance**

**Corporate Failures**

**Corporate Restructuring / Negotiating Out of Financial Difficulties**

**Changing Role of the Accountant**

**Improving Profitability and Goal Setting / “Beyond Budgeting”**