

**EXECUTIVE DIPLOMA**  
**IN BUSINESS LEADERSHIP**  
**PART III**

## **PROFESSIONAL CASE STUDY**

### **Course Description:**

In the overview course, students will review concepts, practices and theories applied in management today. Topics include strategy, motivational approaches, organizational analysis and design, leadership, organizational culture, change management, marketing, applied statistics, organizational structure, globalization, managing information systems, decision making and human resource management. Through the use of situational and case analysis, students will apply these concepts, practices and theories to real organizational settings. Additionally, emphasis will be given to the implementation, integration and assimilation of these concepts into a business.

### **Learning Outcomes:**

At the conclusion of the course the student will:

- Explain trends in corporate governance including the role and responsibility of the corporate officers.
- Analyse organizational situations to determine the various issues facing companies.
- Determine the various steps in changing organizations.
- Select and apply common statistical techniques in decision making.
- Examine the impact of organizational culture, human resource staffing and corporate ethics.
- Using various marketing theories, construct solutions to creating a competitive advantage.
- Analyze and recommend solutions to business issues in a global marketplace.