

**COURSE : FINANCIAL ANALYSIS**  
**LEVEL : LEVEL III**  
**SUBJECT : COURSE STRUCTURE**  
**COURSE CODE : CITA 305**

**Course Description**

The aim of this module is to apply relevant knowledge and skills and to exercise professional judgement in assessing strategic position, determining strategic choice and implementing strategic action through beneficial business process and structural change; coordinating knowledge systems and information technology and by effectively managing quality processes, projects and people within financial and other resource constraints.

**Course Objective**

The course is designed to assess the strategic position of an organization, evaluate the strategic choices available to an organization, and discuss how an organization might go about its strategic implementation. It is to model and redesign business processes and structures to implement and support the organization’s strategy, taking account of customer and other major stakeholder requirements, integrate appropriate information technology solutions to support the organization’s strategy, apply appropriate quality initiatives to implement and support the organization’s strategy, advise on the principles of project management to enable the implementation of aspects of the organization’s strategy with the twin objectives of managing risk and ensuring benefits realisation. It is also to analyse and evaluate the effectiveness of a company’s strategy and financial consequences of implementing strategic decisions as well as the role of leadership and people management in formulating and implementing business strategy.

**COURSE OUTLINE**

Week 1 -10	The strategic position of an organization - The need for, and purpose of, strategic and business analysis, Environmental issues affecting the strategic position of an organization, and Competitive forces affecting an organization, The strategic choices available to an organization - The influence of corporate strategy on an organization, Alternative approaches to achieving competitive advantage, and Alternative directions and methods of development.
Week 11 – 16	Strategic action - Organizing and enabling success, and managing strategic change, Modeling and redesigning business processes - The role of process and process change initiatives, model an organization and its current processes, and improving the processes of the organization, Information technology solutions - Principles of e-business, E – business application: upstream supply chain management, downstream supply chain management and customer relationship management
Week 17 – 22	Quality initiatives to implement and support the organization's strategy – quality control, quality assurance and management systems, Project management, The role of finance in formulating and implementing business strategy, and The role of leadership and people management in formulating and implementing business strategy.