

# Strategic Management

## LEARNING

- 16 bite-sized video modules
- Between 120 to 180 minutes of focused learning
- 3 multiple-choice quizzes
- 1 live session (OPTIONAL ATTENDANCE)



**FEE: RM 2,000** before SST

For group discounts, please contact [ExecEd@asb.edu.my](mailto:ExecEd@asb.edu.my).

## Program Overview

In today's rapidly evolving world, businesses must outmaneuver uncertainty, drive innovation, and rethink their purpose to remain competitive. With S&P 500 companies' average tenure shrinking from 33 years in 1965 to a projected 14 years by 2026, agility is crucial. This program equips leaders with tools beyond managing costs and efficiency, focusing on anticipating threats, seizing opportunities, and positioning for sustainable value creation.

The program is delivered via **16 bite-sized videos** which includes **3 quizzes and 4-hour live session** that participants may choose to attend at the end of the videos to supplement their online learning or to ask questions.

## Core Topics



Strategic planning and development



How to analyze the external environment, industry environment, and internal environment



Strategy execution and implementation



Porter's Five Forces and other strategic frameworks



Success factors in evaluating strategy

## Faculty

Dr. Lawrence Stephen Abeln is the Professor of Global Management at Thunderbird School of Global Management and Adjunct Professor at ASB. Previously the Associate Dean and Professor of Practice, Executive Education from year 2020 in ASB, he received a Ph.D in Management and M.Phil. in International Relations from the University of Cambridge, where he was a Rotary Foundation Scholar.



Dr. Abeln has an extensive international academic background having served as President, Dean, Associate Dean, and faculty member in leading institutions across USA, UK, Australia and Asia, including the Massachusetts Institute of Technology (MIT), Georgetown University, University of Texas, University of Cambridge and its Judge Business School, the Business School at University of Adelaide, the Asian Institute of Technology, and the University of Michigan Ann Arbor.

In addition to leading multiple MBA and Executive MBA programs, he has also developed new academic programs and curriculum for undergraduate, postgraduate masters and doctoral programs, while promoting liberal arts, STEM and business education, and interdisciplinary learning.

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