

# Senior Leadership of Teams

## Course curriculum

### Module 01

- Corporate Leader and Firm Value
- Perspectives on Individual Dimensions
- Managerial Economics ( Macro and Micro )
- Finance for Corporate Leaders
- Leadership Communication

### Module 02

- Perspectives on Group Dimensions
- Strategic Management
- Problem Structuring and Decision Making
- Creativity and Innovation
- Strategic HR
- Legal Aspects of Business
- Assessing and Creating Customer Value

### Module 03

- Operations Strategy
- Competing through Business Models
- Brand and Product Management

- Digital Strategies for Marketing and Sales
- Strategic Agility and Resilience
- Analytics and Strategic Decision Making