



# Certificate Strategic Business Management

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OFFICIAL ACADEMIC PROSPECTUS & CURRICULUM GUIDE

**NQF Level:** Industry Certification | **Credits:** N/A

**Delivery:** Online

**Print Date:** April 19, 2026

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## PROGRAMME OVERVIEW

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|--------------------|---|
| PROGRAMME DURATION | 10 Weeks  |
| ACADEMIC LEVEL     | Industry Certification                          |
| TOTAL CREDITS      | N/A   |
| SAQA REGISTRATION  | Pending   |
| MODE OF DELIVERY   | Online  |
| TOTAL INVESTMENT   | <b>R 8,500</b><br>(Registration Deposit: R 799) |

### Executive Introduction

True leadership is a rigorous discipline that requires a deep, comprehensive understanding of complex market dynamics, organizational psychology, and strict financial rigor. The Certificate in Strategic Business Management is designed specifically for the high-potential professional who is ready to aggressively move from daily execution to high-level corporate strategy. This programme dissects the precise mechanics of highly successful global organizations, teaching students how to accurately analyze markets, optimize resources, and lead teams through periods of intense change.

By deeply analyzing real-world corporate case studies, learners are challenged to think exactly like C-suite executives. You will explore the deep intricacies of financial performance metrics, operational process optimization, and highly competitive market positioning. The curriculum is heavily weighted toward making highly accurate decisions under extreme pressure, ensuring that graduates are completely prepared to handle the volatile, uncertain, complex, and ambiguous (VUCA) environments of modern global industry.

This is an elite, high-stakes track for those who aspire to drive massive organizational growth. We focus intensely on 'High-Impact Leadership,' teaching you how to perfectly align human capital with corporate goals to create sustainable, long-term financial value. Whether you are a startup entrepreneur or a corporate middle-manager, this course will fundamentally redefine how you view the world of global business and your

pivotal role within it.

## PURPOSE OF THE LEARNING PROGRAMME

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To develop a highly sophisticated, executive-level analytical mindset. The core purpose of this programme is to aggressively train leaders who can look far beyond daily operational tasks to identify highly strategic, lucrative opportunities for disruptive innovation and massive market expansion.

To instill unshakeable financial and operational rigor within the management tier. We aim to produce elite leaders who truly understand the 'Bottom Line,' capable of making highly complex resource allocation decisions that completely maximize ROI while maintaining a strict commitment to ethical corporate governance.

To foster highly resilient, adaptable leadership in times of corporate crisis and global change. The objective is to equip students with the deep emotional intelligence and strategic frameworks required to lead large teams through organizational restructuring, rapid economic shifts, and digital transformations.

To heavily support the sustainable growth of African and global enterprises. By intensely teaching global best practices in executive management, we are empowering local leaders to build massive organizations that can compete aggressively on the international stage and drive domestic economic stability.

To perfectly bridge the gap between high-level corporate vision and practical, daily execution. The precise purpose of this track is to give managers the exact tools to not only dream of a better, more profitable organization but to build the stringent roadmaps and performance metrics required to make that vision a reality.

## MODULE BREAKDOWN

### Module 01: Management Fundamentals

Role of a manager.

### Module 02: Strategic Planning

SWOT and PESTLE analysis.

### Module 03: Organizational Structure

Hierarchy and culture.

### Module 04: Leadership Styles

Leading high-performance teams.

### Module 05: Performance Management

KPIs and appraisals.

### Module 06: Change Management

Managing transition.

### Module 07: Financial Management

Budgeting for managers.

### Module 08: Marketing Strategy

Market segmentation.

## **Module 09: Project Management**

Basics of project delivery.

## **Module 10: Business Ethics**

Corporate governance.

# PRACTICAL LAB ENVIRONMENTS

This programme includes intensive hands-on practical labs designed to bridge the gap between theoretical knowledge and real-world industrial application.

## Lab 1: SWOT & PESTLE Analysis

Conduct strategic environmental analysis. Deliverable: Strategic analysis report.

## Lab 2: KPI Dashboard Design

Define and visualise key performance indicators. Deliverable: KPI dashboard mockup.

## Lab 3: Resource Allocation Simulation

Plan budgets and human resources for a project. Deliverable: Resource plan + Gantt chart.

## Lab 4: Strategic Plan Presentation

Present a 12-month business strategy. Deliverable: Strategy deck + executive summary.

## CAREER FIELDS & OPPORTUNITIES

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Graduates of this learning programme are aggressively equipped with the specialized competencies required to pursue the following elite professional roles within the global industry:

|                                       |  |
|---------------------------------------|--|
| <b>BUSINESS MANAGER</b>               | Advance your career as a Business Manager in the industry.               |
| <b>OPERATIONS MANAGER</b>             | Advance your career as a Operations Manager in the industry.             |
| <b>PROJECT COORDINATOR</b>            | Advance your career as a Project Coordinator in the industry.            |
| <b>STRATEGIC PLANNER</b>              | Advance your career as a Strategic Planner in the industry.              |
| <b>TEAM LEADER/SUPERVISOR</b>         | Advance your career as a Team Leader/Supervisor in the industry.         |
| <b>BUSINESS DEVELOPMENT OFFICER</b>   | Advance your career as a Business Development Officer in the industry.   |
| <b>MANAGEMENT CONSULTANT (JUNIOR)</b> | Advance your career as a Management Consultant (junior) in the industry. |

## NEXT STEPS & APPLICATION

Ready to definitively advance your professional trajectory? Formal applications are currently open for the upcoming academic cycle. To securely guarantee your placement in the next intake for **Certificate Strategic Business Management**, please complete our online application process or contact our admissions advisory team directly.

### CONTACT ADMISSIONS

**Official Email:** [apply@softkingsacademy.co.za](mailto:apply@softkingsacademy.co.za)

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### DIGITAL STUDENT PORTALS

**Studentzone:** [portal.skacademy.co.za](http://portal.skacademy.co.za)

**Exam Centre:** [exams.skacademy.co.za](http://exams.skacademy.co.za)

**Verify Certificate:** [skacademy.co.za/verify-certificate](http://skacademy.co.za/verify-certificate)

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