GLOBAL ANALYST ACADEMY

PROGRAMME SYLLABUS | SELF-PACED STRATEGIC THINKING COURSE

Strategic Thinking and Problem Solving

Learn to see the whole picture, break down complex problems and make better business decisions. A practical strategic thinking course covering SWOT, PESTEL, Porter's Five Forces, the McKinsey 7S, the BCG Matrix and more, finishing with a capstone case study.

AT A GLANCE

- Just over 3 hours of video across 12 lessons
- Seven strategy frameworks with practical examples
- A capstone case study assignment
- Beginner level: no prior business knowledge needed
- Self-paced and online, on any device
- Certificate of completion

COURSE OVERVIEW

Learn to think like a strategist

Most professionals are good at doing the work in front of them. Fewer can step back, see the whole picture and work out what really matters. That is strategic thinking, and it is what employers look for when they decide who moves into leadership.

This strategic thinking course teaches you to think like a strategist. You start with what strategy really means and the habits that set strategic thinkers apart, then learn how analytical frameworks help you break complex business problems into parts you can work on.

Then you work through seven proven strategy frameworks used by consultants, analysts and executives around the world: the Cs and P, the Marketing Mix, the McKinsey 7S, Porter's Five Forces, PESTEL, SWOT and the BCG Matrix. Each one is explained in plain language with practical examples, so you know what it is, when to use it and what it can tell you.

You finish by applying everything to a capstone case study, leaving with a complete strategic analysis and a certificate of completion.

WHAT YOU WILL LEARN

Skills you can use at work straight away

Practical tools for analysing markets, assessing organisations and solving business problems.

- What strategy really means, and why many "strategies" are just to-do lists
- The mindset and habits of strong strategic thinkers
- How analytical frameworks help you break down complex business problems
- How to look at a business through its customers, competitors and its own capabilities
- How to use the Marketing Mix to shape or review a go-to-market approach
- How the McKinsey 7S model shows whether an organisation can deliver its strategy
- How Porter's Five Forces explains why some industries are more profitable than others
- How to scan for political, economic, social, technological, environmental and legal factors with PESTEL
- How to map strengths, weaknesses, opportunities and threats with SWOT
- How to use the BCG Matrix to decide where to invest, hold or exit

COURSE OBJECTIVES

By the end of this course, you will be able to

Explain strategy
Explain what strategy is and how it differs from planning and day-to-day operations.

Think strategically
Recognise the attributes of strategic thinkers and build them into how you work.

Apply it to a real case
Use the frameworks together in a capstone case study to reach a clear, practical recommendation.

Choose the right tool
Select the analytical framework that fits the business question in front of you.

Read the environment
Analyse an organisation's industry and external environment with Porter's Five Forces and PESTEL.

Test internal alignment
Assess whether an organisation is set up to deliver its strategy using the McKinsey 7S.

Make strategic choices
Map your options with SWOT and prioritise a business portfolio with the BCG Matrix.

Communicate the answer
Present your analysis as a clear, structured recommendation that supports decisions.

THE FRAMEWORKS

Seven proven strategy frameworks

The analytical tools used by consultants, analysts and executives, taught with practical examples.

The Cs and P Framework
Look at any business through its company, customers and competitors to find where it can win.

The Marketing Mix
Shape or review how a product reaches the market: product, price, place, promotion and more.

The McKinsey 7S Model
Check whether strategy, structure, systems, skills, staff, style and shared values line up.

Porter's Five Forces
Understand the forces that shape competition and profitability in an industry.

PESTEL Analysis
Scan the political, economic, social, technological, environmental and legal landscape.

SWOT Analysis
Map strengths, weaknesses, opportunities and threats to shape your strategic options.

The BCG Matrix
Sort products or business units by market growth and share to decide where to invest.

Capstone Case Study
Bring all seven frameworks together on one business case and reach a clear recommendation.

CURRICULUM

Course curriculum

This strategic thinking course has 6 modules: 12 video lessons, just over three hours in total, plus a capstone case study assignment.

1. **Module 1: Foundations of Strategic Thinking (4 lessons)**
   1. Welcome to the Course0:122. What Strategy Really Means9:443. Key Attributes of Strategic Thinkers12:314. Introduction to Analytical Frameworks9:08
2. **Module 2: Customers, Competitors and Markets (2 lessons)**
   1. The Cs and P Framework25:362. The Marketing Mix39:20
3. **Module 3: Organisational Alignment (1 lesson)**
   1. The McKinsey 7S Model35:19
4. **Module 4: Industry and External Environment (2 lessons)**
   1. Porter's Five Forces10:362. PESTEL Analysis21:08
5. **Module 5: Making Strategic Choices (3 lessons)**
   1. SWOT Analysis5:372. The BCG Growth-Share Matrix, Part 17:073. The BCG Growth-Share Matrix, Part 215:23
6. **Module 6: Capstone Case Study (1 assignment)**
   1. Case Study AssignmentAssignment

WHAT IS INCLUDED

Everything you need to put strategy into practice

12 video lessons
Just over three hours of focused, practical teaching you can watch at your own pace.

Practical examples
Every framework is explained in plain language with real business examples.

Beginner friendly
No prior business knowledge needed. You start from the basics and build up step by step.

Learn on any device
Fully online and self-paced, so you can study around your work on your phone or laptop.

Capstone case study
Apply every framework to one real-world business and finish with an analysis you can show an employer.

Certificate of completion
A Global Analyst Academy certificate to add to your CV and LinkedIn profile.

WHO THIS COURSE IS FOR

Built for professionals ready to step up

If your next role needs you to think beyond your own tasks, this course is for you.

- Business analysts and aspiring analysts
- Project and programme managers
- Consultants and advisory professionals
- Entrepreneurs and small business owners
- Mid-level managers preparing for senior roles
- Graduates who want a practical grounding in business strategy

FAQ

Frequently asked questions

What is strategic thinking?
Strategic thinking is the ability to step back from day-to-day work, see the bigger picture and decide what matters most. It combines analysis, judgement and structured problem solving to help you make better decisions about where an organisation, team or career should go.

Who should take this strategic thinking course?
The course suits business analysts, project managers, consultants, entrepreneurs and managers preparing for senior roles. It is also a strong starting point for graduates who want a practical grounding in business strategy.

Do I need any prior business knowledge?
No. The course is designed for beginners. It starts from the basics of what strategy means and builds up step by step. If you already have business experience, the frameworks and the capstone case study will help you structure what you know.

Which strategy frameworks are covered?
You will learn the Cs and P framework, the Marketing Mix, the McKinsey 7S model, Porter's Five Forces, PESTEL, SWOT and the BCG Matrix. You then bring them together in a capstone case study.

How long does the strategic thinking course take?
The course has just over three hours of video across 12 lessons, plus a capstone case study assignment. It is fully self-paced, so you can study around your work. At 20 to 30 minutes a day, most learners finish in about two weeks.

Is this course useful for business analysts?
Yes. Strategy analysis is one of the six knowledge areas in the IIBA BABOK Guide, and the frameworks in this course are tools analysts use every day. It is a useful companion to GAA's CBAP preparation course.

Will I get a certificate?
Yes. When you complete the course you receive a Global Analyst Academy certificate of completion that you can add to your CV and LinkedIn profile.

Can I enrol my team?
Yes. GAA delivers strategic thinking and problem-solving training for organisations, online or in person. Visit our corporate training page or contact us to discuss your team's needs.

Ready to take the next step?

See current fees, dates and how to enrol:
globalanalystacademy.com/stps/

Not sure it is the right fit? Book a free consultation:
globalanalystacademy.com/book