

# PGD in BUSINESS STRATEGY



PROGRAMME  
**BROCHURE**



**QUALIFI**



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# About Us

Established in September 2020, Colombo Graduate Campus is a limited liability company.

The Colombo Graduate Campus (CGC) is a prestigious educational institution offering a diverse array of academic and professional programs to both Sri Lankan and international students.

The Colombo Graduate Campus (CGC) features a comprehensive One-Stop Centre in Kollupitiya, Sri Lanka, dedicated to assisting international students seeking higher education in both public and private institutions abroad, as well as in language and training centers. This center, strategically situated in Kollupitiya, is easily reachable via multiple transport options. Furthermore, CGC extends its services across several key locations in Sri Lanka, including Colombo, Jaffna, Kandy, Batticaloa, and Galle. The professional certifications are provided by CGC's training division called Phoenix Professionals.

The Colombo Graduate Campus (CGC) boasts prestigious partnerships with esteemed international colleges and universities. Renowned institutions such as Qualifi, OTHM, and Microsoft Certifications are among the diverse programs we facilitate in Sri Lanka. Thanks to our strong collaborations with these global affiliates, we take immense pride in having fostered opportunities for over 700 undergraduate and postgraduate students in a relatively short timeframe, predominantly in the disciplines of Management, IT, and Languages.

## Our Vision

To weave innovation, sustainability, and adaptation into every facet of learning, cultivating responsible leaders for a resilient future.

## Our Mission

To empower a diverse community of learners to explore and create solutions for the pressing challenges of our time. Through innovation in teaching, research, and community engagement, we promote continuous improvement and global citizenship. Guided by principles of sustainability and adaptability, we commit to environmental stewardship and ethical resource management, shaping a future that reflects our values.



# About Qualifi

Qualifi is a distinguished 21st-century awarding organisation headquartered in the United Kingdom, established with a clear mission to address the dynamic and evolving education and training needs of learners and employers both in the UK and across the globe. With a strong emphasis on quality, relevance, and innovation, Qualifi has developed a broad portfolio of internationally recognised qualifications that span key sectors such as business, management, health and social care, hospitality, and more. These programmes are designed to equip learners with the practical skills, academic knowledge, and industry-relevant competencies essential for success in today's fast-paced and highly competitive global job market.

As a recognised awarding organisation regulated by Ofqual (The Office of Qualifications and Examinations Regulation), Qualifi operates under the highest standards of integrity and excellence. This regulatory oversight ensures that all qualifications are developed and delivered with rigorous quality assurance processes, giving learners, employers, and academic institutions complete confidence in the validity, reliability, and value of the qualifications awarded.

Qualifi qualifications are not only a mark of academic achievement but also a gateway to further educational opportunities, including direct progression routes to bachelor's and master's degree top-up programmes with a wide network of partner universities in the UK and overseas. This seamless academic progression makes Qualifi an ideal choice for learners seeking both professional development and higher education advancement.

By maintaining strong links with industry, academia, and global training providers, Qualifi continues to ensure its qualifications remain current, impactful, and aligned with market needs. Its commitment to lifelong learning, employability, and global standards has positioned Qualifi as a trusted and respected leader in the field of education, empowering thousands of learners worldwide to achieve their personal, academic, and professional goals.

# PGD in BUSINESS STRATEGY



## Course Overview

The qualification in Business Strategy has been designed to develop and recognise highly capable professionals who are prepared to lead organisations through complex, competitive, and rapidly changing business environments. This Level 7 programme equips learners with the strategic insight, analytical frameworks, and leadership acumen required to formulate and implement effective business strategies at a senior level.

Learners will explore and critically evaluate a broad range of strategic concepts including competitive analysis, innovation strategy, corporate governance, globalisation, sustainability, strategic change management, and the alignment of business operations with long-term objectives. The programme also addresses emerging trends such as digital transformation, disruptive innovation, and data-driven strategic planning that are shaping modern enterprise.

By blending rigorous academic content with practical, real-world application, this qualification enhances the strategic thinking, problem-solving, and decision-making capabilities of aspiring business leaders. It is ideally suited for professionals seeking to advance into executive or consulting roles, or those aiming to progress academically through a Master's degree top-up.

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## Modules

Strategic Marketing	15 Credits
Finance for Managers	15 Credits
Strategic Direction	15 Credits
Strategic Planning	15 Credits
Creative and Innovative Management	15 Credits
Managing Corporate Responsibility in the Wider Business Environment	10 Credits
Research Methods	20 Credits
Development as a Strategic Manager	15 Credits

## Learning Outcomes

- To understand and apply the principles of management strategy in a business environment
- Review and apply the principles of business management within industry
- To understand and apply the principles of strategic management in a specific environment
- To improve the employability of learners by allowing them to explore the relationship between management theories and their practical application in the business world.
- Analyse problem-solving techniques specific to business and industry
- Select, collate, review and analyse information from a wide range of sources
- Work independently and as part of a team
- Manage one's own personal development and growth.

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## Entry Requirements

- A minimum of a Level 6 qualification in a related sector OR
- A bachelor's degree OR
- A minimum of 3 years' work experience that demonstrates current and relevant industry knowledge



## Colombo Graduate Campus

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