



*Training Course:  
Certified in Strategy and Competitive Analysis  
(CSCA) ( exam prep)*

*3 - 7 May 2026  
Dubai (UAE)*

## Training Course: Certified in Strategy and Competitive Analysis (CSCA) ( exam prep)

Training Course code: LS236403 From: 3 - 7 May 2026 Venue: Dubai (UAE) - Training Course Fees: 5200 € Euro

### Introduction

The Certified in Strategy and Competitive Analysis CSCA - Exam Preparation Program is a specialized professional training designed to prepare participants to successfully pass the CSCA certification examination by building strong analytical, strategic, and competitive intelligence capabilities aligned with global best practices.

This program is designed by Global Horizon Training Center, leveraging its international experience in delivering executive-level and professional certification preparation programs across multiple sectors. The course focuses on exam-oriented knowledge, framework mastery, and applied strategic thinking, ensuring participants are fully equipped to understand, analyze, and answer CSCA exam questions with confidence.

The program integrates strategic management theory, competitive analysis models, industry analysis tools, and case-based applications, with a strong emphasis on how these concepts are tested in the CSCA exam rather than general academic discussion.

### Objectives

By the end of this program, participants will be able to:

- Understand the full CSCA exam structure, domains, and question logic
- Apply strategic analysis frameworks effectively under exam conditions
- Conduct internal and external competitive analysis using proven models
- Interpret industry, market, and competitor data for strategic decision-making
- Develop clear strategic options and evaluate competitive positioning
- Practice exam-style questions and improve time-management techniques
- Increase confidence and readiness to pass the CSCA certification exam

### Course Methodology

The program adopts a certification-focused methodology, including:

- Instructor-led expert sessions aligned with CSCA exam domains

- Structured walkthroughs of strategic and competitive analysis frameworks
- Case-based analysis reflecting exam-style scenarios
- Group discussions to reinforce strategic reasoning
- Practice questions, quizzes, and mock exam reviews
- Tips, techniques, and common pitfalls for CSCA exam success

## Organizational Impact

Organizations sponsoring participants will benefit from:

- Enhanced strategic thinking and analytical capability within teams
- Stronger competitive intelligence and market awareness
- Improved decision-making based on structured strategy tools
- Better alignment between corporate strategy and market realities
- Development of high-potential professionals with recognized certification

## Target Audience

This program is ideal for:

- Strategy Managers and Strategic Planning Professionals
- Business Analysts and Competitive Intelligence Specialists
- Senior Analysts and Consultants
- Corporate Development and Business Development Professionals
- Middle and Senior Managers involved in strategic decision-making
- Professionals preparing to sit for the CSCA certification exam

## Outline

## Day 1: CSCA Framework & Strategic Thinking Foundations

- Overview of the CSCA certification and exam structure
- Key strategy concepts tested in the CSCA exam
- Strategic thinking vs. operational thinking
- Vision, mission, and strategic intent analysis
- Value creation and competitive advantage concepts
- Exam-oriented review questions and discussion

## Day 2: External Environment & Industry Analysis

- Macro-environment analysis PESTLE framework
- Industry structure and profitability analysis
- Porter's Five Forces: application and exam traps
- Market dynamics, trends, and competitive forces
- Identifying strategic opportunities and threats
- Practice exam questions and answer-review techniques

## Day 3: Internal Analysis & Competitive Positioning

- Internal environment analysis and resource assessment
- Core competencies and value chain analysis
- SWOT analysis: exam-ready structure and interpretation
- Competitive positioning and differentiation strategies
- Cost leadership vs. differentiation vs. focus strategies
- Case-based exam simulations and group analysis

## Day 4: Competitive Strategy & Strategic Options

- Competitive strategy formulation and evaluation
- Growth strategies market penetration, development, diversification
- Corporate-level vs. business-level strategies
- Strategic risk analysis and scenario planning
- Strategy selection and alignment
- Advanced exam-style questions and model answers

### Day 5: Strategy Execution, Review & Exam Readiness

- Strategy implementation and performance monitoring
- Balanced Scorecard and strategic KPIs exam focus
- Strategic control and feedback mechanisms
- Common CSCA exam pitfalls and how to avoid them
- Mock exam review and time-management techniques
- Final revision, key takeaways, and exam success roadmap.

## Registration form on the Training Course: Certified in Strategy and Competitive Analysis (CSCA) ( exam prep)

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
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place.

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E-mail to us :  
info@gh4t.com  
or training@gh4t.com

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