



**2025 Q2 Singapore
for 22 July 2025 exam**

ADVANCED LEVEL

**STRATEGIC BUSINESS
MANAGEMENT**

Course Tutor: Samantha Griffiths

Course Dates

Start Date	21 Apr 2025
End Date	19 Jul 2025

Important Dates

Exam Registration Start Date:	19 May 2025
Exam Registration End Date:	30 May 2025
Exam Date:	22 July 2025
Exam Results Release Date:	28 Aug 2025

Course Structure

Taught Phase:	4 sessions x 3-hour (via live streaming)
Recorded Phase:	6 sessions x 3-hour (students <u>must</u> watch the pre-recorded videos at their own time before the start of Revision Phase)
Revision Phase:	10 sessions x 3-hour (via live streaming)
Total number of course hours:	60
Mock Exams:	2(to be completed at home & submitted to tutor for marking)

Training Venue

Online course delivery.

Class Size

Class is limited to 30 students on a first-come first-served basis.

If you have further query or wish to enrol, please contact us at enquiry@cityacademy.sg.

Website: www.cityacademy.sg

Tel: 6742 0300

2025 Schedule: Strategic Business Management

No	Date	Day	Timing	Topics
Taught Phase delivered online via live streaming				
1	21 Apr	Mon	7pm – 10pm	Introduction to SBM
2	25 Apr	Fri	7pm – 10pm	Introduction to SBM
3	03 May	Sat	2pm – 5 pm	Company strategy
4	04 May	Sun	2 pm – 5 pm	Company valuations
Recorded Phase (Students must watch the videos and carry out the associated tasks from the videos before the Revision Phase starts)				
5			6 hours	DD and assurance
6			6 hours	Reconstructions / information management
7			6 hours	Corporate governance
8			6 hours	Financial instruments
9			6 hours	Business risk management
10			6 hours	Ethics
Mock Exam 1 to be completed at home & submitted to tutor for marking by [Dates to be decided]				
Revision Phase delivered online via live streaming				
11	01 Jun	Sun	2pm – 5pm	Ethics and Due Diligence
12	01 Jun	Sun	6pm – 9pm	Strategy and risk
13	07 Jun	Sat	2pm – 5pm	Market entry and exit
14	07 Jun	Sat	6pm – 9pm	Data analysis
15	14 Jun	Sat	2pm – 5pm	Internal and foreign exchange risk
16	14 Jun	Sat	6pm – 9pm	Smaller questions, i.e. cyber security governance
17	28 Jun	Sat	2pm – 5pm	Planning revision
18	28 Jun	Sat	6pm – 9pm	Dashboard data and statistics incl. Excel use
19	12 Jul	Sat	2pm – 5pm	Financial Reporting in SBM
20	19 Jul	Sat	2pm- 5pm	Mock 2 review, valuation and revision tips

Mock Exam 2 to be completed at home & submitted to tutor by **[Dates to be decided]**

Course Tutor: Samantha Griffiths

Sam has worked as a consultant for over 25 years, most of that time has been with Sagenius Ltd - a company she founded back in 2005. Prior to going solo, Sam co-founded Catalyst Investor Relations Plc and Equity Culture Ltd. Sam also worked as a Relationship Manager for the London Stock Exchange, a Treasury Dealer for GKN and as a trainee Credit Analyst for the Bank of New York.

Sam is a fellow of the Association of Chartered Certified Accountants (FCCA) and a member of the Institute of Directors. Sam is also a member of the IOD's Expert Advisory Group - Governance; EcoDa's Advocacy Committee, GNDI's Policy Committee and the FRC's Advisory Panel.

Sam's first degree was in Business Studies from City University Business School (now known as Bayes Business School). She also holds an MBA from Manchester Business School - a recipient of the Guardian's Women In Management scholarship. She is currently undertaking a part-time doctorate at Cranfield University.

Sam is also a Director of Alvechurch CofE Multi-Academy Trust and a Trustee and Treasurer of a charity based in the East Midlands supporting survivors of modern day slavery and trafficking.

Strategic Business Management

Course contents

- Strategic analysis
- Strategic choice
- Strategic implementation
- Strategic performance management
- Strategic marketing and brand management
- Business risk management
- Corporate governance
- Data analysis
- Information strategy
- Human resource management
- Finance awareness
- Business and securities valuation
- Capital structure
- Financial reconstruction
- Small and medium company financing
- Equity instruments
- Fixed interest
- Derivatives
- Financial risk management

- International financial management
- Investment appraisal
- Treasury and working capital management
- Ethics

Course Objective and Approach

The course is planned as tuition and revision to prepare you for success in the **Strategic Business Management** exam. This is our **key objective**. We assume that you have done some preparatory work prior to the commencement of the course and that we can build on this through the duration of the course.

The course will consist of 3 phases – a lecture-based taught phase (4 sessions), a recorded phase (6 sessions) and a revision phase (10 sessions).

Lectures will include extensive practice on questions from the ICAEW Question Bank.

You will be given Mock Exam 1 (ME 1) towards the end of the Taught Phase.

You will be given Mock Exam 2 (ME 2) towards the end of the Revision Phase.

City Academy's tutors will mark and review your ME scripts so as to benefit your learning outcome. You will have the flexibility of practicing the ME at your own time at home but you must submit your ME answer scripts by the due date set. You may also be given homework, assignments or additional reading materials.

The course is interactive and you will be encouraged to participate in class discussions.

“Completeness” is a key audit assertion. To meet the key course objective of exam success you need to be complete in your exam preparation. The course is aimed at exposure/coverage to/of most significant exam matters, and focuses on how these matters will be examined and prepares you with question practice and tips in answering this ICAEW paper. You will be expected to attend all lectures and any supplementary tutorials, complete all course assignments and sit for and submit all ME answers.

