



4 Courses

Supply chain management:
Be global

**Innovation and emerging
technology:** Be disruptive

**Global sustainability and
corporate social
responsibility:** Be
sustainable

Strategic management: Be
competitive



Sep 17, 2023

Babul Deb

has successfully completed the online, non-credit Specialization

Strategising: Management for Global Competitive Advantage

This Specialization will enhance your strategic thinking skills by helping you develop a global, sustainable, and disruptive perspective for addressing strategic business challenges. It covers the main principles of strategic management, global supply chain management, disruptive innovation, and corporate social responsibility and teaches you how to apply these principles to your own organisation to make it more competitive.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

M Pournader

Mehrdokht Pournader, PhD
Senior Lecturer
Department of
Management
Macquarie Business
School
Sydney, Australia

M Marrone

Mauricio Marrone, PhD
Senior Lecturer
Department of
Accounting and
Corporate Governance
Macquarie Business
School
Sydney, Australia

E Wray-Bliss

Edward Wray-Bliss, PhD
Associate Professor
Department of
Management
Macquarie Business
School
Sydney, Australia

R Wilden

Ralf Wilden, PhD
Associate Professor
Department of
Marketing
Macquarie Business
School
Sydney, Australia

Verify this certificate at:

<https://coursera.org/verify/specialization/LR6E98QH98C6>