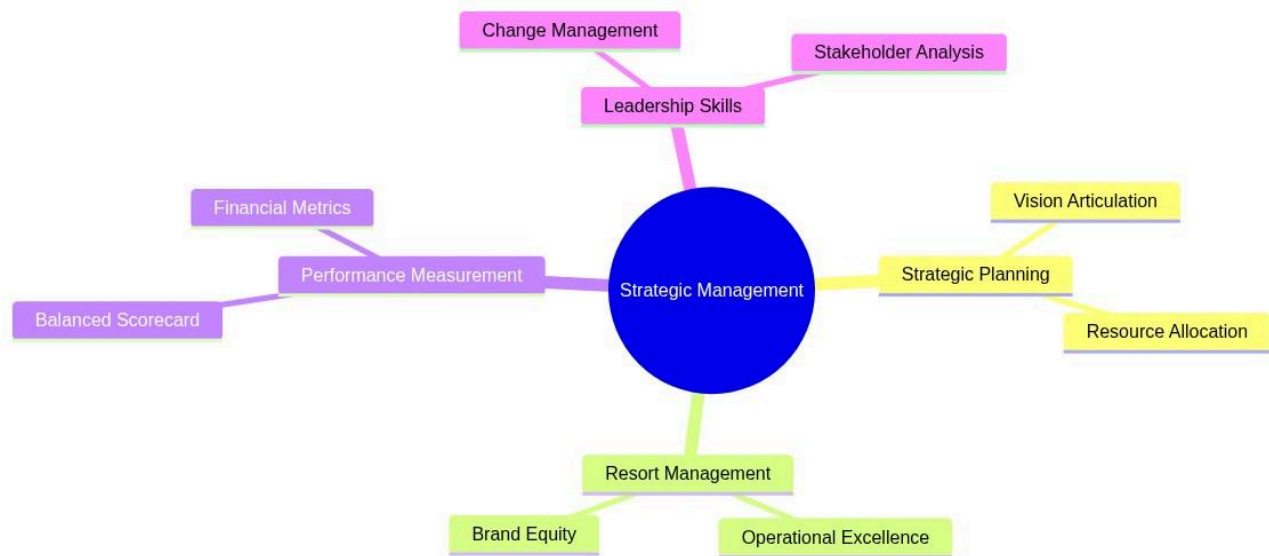


Postgraduate Certificate in Resort Management

Strategic Management



mindmap

```

    root((Strategic Management))
      Strategic Planning
        Vision Articulation
        Resource Allocation
      Resort Management
        Operational Excellence
        Brand Equity
      Performance Measurement
        Balanced Scorecard
        Financial Metrics
      Leadership Skills
        Change Management
        Stakeholder Analysis
  
```