



Universiteit van Pretoria Jaarboek 2018

Strategiese bestuur 780 (SBE 780)

Kwalifikasie	Nagraads
Fakulteit	Fakulteit Ekonomiese en Bestuurswetenskappe
Modulekrediete	20.00
Programme	BComHons Ondernemingsbestuur
Voorvereistes	OBS 320
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Departement	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

This module, Strategic management, analyses the combination of competitive moves and business approaches that organisations can employ to please customers, achieve organisational objectives and compete successfully in a dynamic business environment.

Study themes:

- The strategic management process: an overview;
- Establishing company direction: developing a strategic vision, setting objectives and crafting a strategy;
- Industry and competitive analysis;
- Evaluating company resources and competitive capabilities;
- Strategy and competitive advantage;
- Tailoring strategy to fit specific industry and company situations;
- Strategy and competitive advantage;
- Evaluating the strategies of diversified companies;
- Building resource strengths and organisational capabilities;
- Managing the internal organisation to promote better strategy execution and
- Corporate culture and leadership - keys to effective strategy execution.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.