



University of Pretoria Yearbook 2022

Business strategy 303 (GAD 303)

Qualification	Undergraduate
Faculty	Gordon Institute of Business Science
Module credits	11.00
NQF Level	07
Programmes	AdvDip (General management)
Prerequisites	No prerequisites.
Contact time	14 contact hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

Strategic management is the art and science of formulating, implementing and evaluating cross-functional decisions that will enable the student to achieve its objectives. It involves the strategic thinking, systematic analysis of factor affecting the organisation, identification and clarification of objectives, nurturing policies and strategies to achieve these objectives, and acquiring and making available resources to implement the policies and strategies to achieve objectives.

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