



University of Pretoria Yearbook 2022

Strategy in the digital age 750 (GIC 750)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	10.00
NQF Level	08
Programmes	PGDip (Business Administration) Full-time PGDip (Business Administration) Part-time PGDip (General Management)
Prerequisites	No prerequisites.
Contact time	21 contact hours per semester
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 and Semester 2

Module content

During this course, students take an integrative view of business and management. Students will be introduced to the concepts of strategy formulation and implementation and study the links between technology, operations, processes and structures. Using the knowledge and skills learned throughout the programme, you will develop a holistic view of business and the organisation.

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