



University of Pretoria Yearbook 2022

Strategic management 780 (SBE 780)

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| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 15.00 |
| NQF Level | 08 |
| Programmes | BComHons (Business Management) |
| Prerequisites | OBS 310 and OBS 320 |
| Contact time | 5 block weeks of 3 hours each |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

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.

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