

University of Pretoria Yearbook 2020

Strategic management 811 (OBS 811)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	MPhil Business Management Responsible Leadership (Coursework) MPhil Business Management Strategic Management (Coursework) MPhil Business Management Supply Chain Management (Coursework) MPhil Entrepreneurship (Coursework) MPhil Strategic Communication Management (Coursework)
Prerequisites	OBS 320 or equivalent
Contact time	2 days of interactive simulation, 3 days of lectures
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

Key principles and concepts of strategy and strategic management; competitive strategy; emergent and deliberate strategy; formulation of strategy; analysis of the external and internal environment; stakeholder analysis; competitive advantage; shareholder value; strategy and performance; hyper-competition; corporate and business level strategy. An advanced strategic management simulation that is online and interactive to apply strategy principles, and to foster team collaboration.

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