



# University of Pretoria Yearbook 2021

## Advanced agribusiness management 823 (LEK 823)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MScAgric Agricultural Economics (Coursework)</a>
<b>Prerequisites</b>	No prerequisites
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	Semester 2

### Module content

Strategic management process in agribusiness. Strategic direction and leadership. Corporate governance and strategy. Internal environmental analysis for agribusiness strategy. External environmental analysis for an agribusiness. Competitor analysis. Strategy formulation: long-term goals and generic strategies. Strategy formulation: grand and functional strategies. Aligning strategy with industry life cycle. Strategic analysis and choice. Strategic risks. Strategy implementation and change management. Drivers of strategy implementation. Structural drivers and instruments for strategy implementation. Continuous improvement through strategic control and evaluation. Strategic management in not-for-profit organisations. Strategic management concepts for agribusiness in the global marketplace. Scenario planning. Agribusiness case studies.

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