



University of Pretoria Yearbook 2022

Strategic management 811 (OBS 811)

Qualification Postgraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

NQF Level 09

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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