



University of Pretoria Yearbook 2017

Advanced concepts in strategic management 812 (OBS 812)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
Prerequisites	OBS 811
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Academic organisation	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

The focus is on advanced concepts of strategic management. Concepts that drive the frontiers of strategic management in practice, academia and research are explored. Such as: Advanced concepts in strategy; Strategic Liabilities; Blue ocean strategy; Turnaround / Renewal; Mergers; Acquisitions; Emergent vs deliberate strategy; Entrepreneurial strategy. "Strategy as practice" is important as focus area and approach. A deeper level of understanding is sought combined with integration of all venture functions and selected subjects.

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