
University of Pretoria Yearbook 2019

Advanced concepts in strategic management 812 (OBS 812)

Qualification Postgraduate

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

Module credits 25.00

Programmes [MPhil Business Management Strategic Management \(Coursework\)](#)

Prerequisites OBS 811

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department 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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