



# University of Pretoria Yearbook 2022

## Strategic management 801 (ISM 801)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	09
<b>Programmes</b>	<a href="#">MEng (Engineering Management) (Coursework)</a> <a href="#">MSc (Engineering Management) (Coursework)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	20 contact hours per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Engineering and Technology Management
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

The objective with this module is to stimulate strategic thinking and the development of strategic decision making skills amongst students in the field of strategic management in an engineering environment. In this module the following topics are addressed:

Concepts and practice of strategy: An historical background serves as introduction. Classical concepts and misconceptions in strategic and operational management work are given.

The process of strategic management: The work content and structure of strategic management are discussed. A schematic model of the process is developed.

Formulation of Strategy: This section gives a statement of the work to be done in formulation of strategy. The following aspects are covered: The company mission. External environment. Environmental forecasting. The company SWOT analysis. Formulating objectives and grand strategies. Strategic analysis and choice.

Implementation of strategy: In the concluding part of the module attention is given to implementation through business functions, structure, leadership and culture, rewards, control mechanisms for measuring, evaluating and corrective actions.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not



be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.