



University of Pretoria Yearbook 2023

Strategic management 801 (ISM 801)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	10.00
NQF Level	09
Programmes	MEng (Engineering Management) (Coursework) MSc (Engineering Management) (Coursework)
Prerequisites	No prerequisites.
Contact time	20 contact hours per semester
Language of tuition	Module is presented in English
Department	Engineering and Technology Management
Period of presentation	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.

Regulations and rules

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.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.