

University of Pretoria Yearbook 2016

Strategy 812 (GIE 812)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	9.00
Prerequisites	No prerequisites.
Contact time	24 contact hours per semester
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1

Module content

In this course students will be introduced to different challenges faced by an entrepreneur or corporate in strategy formulation and implementation. The purpose of the course is to create a deep appreciation of the basic concepts in strategy and their application in real situations when launching a new venture. The course will provide students with an understanding of the determinants of and processes in the formulation and implementation of strategy within an entrepreneurial organisation. It will introduce students to the different themes and concepts in strategy and their relevance in different contexts. Students will be required to formulate a strategy for the businesses that they are planning on launching or for the corporate sector they came from or wish to enter. As such they will need to develop an appreciation for the key environmental concerns in South Africa and abroad and how such concerns affect their strategy. Students will also need to establish how they plan to implement their strategy within their new business or business unit and how they will effectively monitor the implementation of that strategy.

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