

Universiteit van Pretoria Jaarboek 2016

Strategy 856 (GIE 856)

Kwalifikasie	Nagraads
Fakulteit	Gordon Institute of Business Science
Modulekrediete	9.00
Onderrigtaal	Engels
Akademiese organisasie	Gordon Institute of Bus Sci
Aanbiedingstydperk	Semester 1

Module-inhoud

* Hierdie module word slegs in Engels aangebied.

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.

Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertroud met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.