

University of Pretoria Yearbook 2017

Strategic management 780 (SBE 780)

| | |
|-------------------------------|-------------------------------------------------------------|
| Qualification | Postgraduate |
| Faculty | Faculty of Economic and Management Sciences |
| Module credits | 20.00 |
| Programmes | BComHons Business Management |
| Prerequisites | OBS 320 |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Academic organisation | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

This module, Strategic management, analyses the combination of competitive moves and business approaches that organisations can employ to please customers, achieve organisational objectives and compete successfully in a dynamic business environment.

Study themes:

- The strategic management process: an overview;
- Establishing company direction: developing a strategic vision, setting objectives and crafting a strategy;
- Industry and competitive analysis;
- Evaluating company resources and competitive capabilities;
- Strategy and competitive advantage;
- Tailoring strategy to fit specific industry and company situations;
- Strategy and competitive advantage;
- Evaluating the strategies of diversified companies;
- Building resource strengths and organisational capabilities;
- Managing the internal organisation to promote better strategy execution and
- Corporate culture and leadership - keys to effective strategy execution.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.