

University of Pretoria Yearbook 2018

Strategic renewal 852 (GID 852)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

The objective of the module is to enhance your understanding of the interrelated processes and factors that account for the success and failure of a business entity. By understanding what accounts for the success and failure of a business entity, participants will be empowered to assess the problems confronting an ailing enterprise, establish a new strategic direction for the enterprise and drive the implementation of the strategy such that the enterprise can be competitive.

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