

University of Pretoria Yearbook 2018

Strategic renewal 852 (GIL 852)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
Contact time	28 contact hours per 3 week cycle
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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