



University of Pretoria Yearbook 2021

Advanced agribusiness management 823 (LEK 823)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
NQF Level	09
Programmes	MScAgric Agricultural Economics (Coursework)
Prerequisites	No prerequisites
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

Strategic management process in agribusiness. Strategic direction and leadership. Corporate governance and strategy. Internal environmental analysis for agribusiness strategy. External environmental analysis for an agribusiness. Competitor analysis. Strategy formulation: long-term goals and generic strategies. Strategy formulation: grand and functional strategies. Aligning strategy with industry life cycle. Strategic analysis and choice. Strategic risks. Strategy implementation and change management. Drivers of strategy implementation. Structural drivers and instruments for strategy implementation. Continuous improvement through strategic control and evaluation. Strategic management in not-for-profit organisations. Strategic management concepts for agribusiness in the global marketplace. Scenario planning. Agribusiness case studies.

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