

University of Pretoria Yearbook 2021

Advanced concepts in strategic management 812 (OBS 812)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	25.00
NQF Level	09
Programmes	MPhil Business Management Strategic Management (Coursework)
Prerequisites	OBS 811
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

The focus is on advanced concepts of strategic management. Concepts that drive the frontiers of strategic management in practice, academia and research are explored. Such as: Advanced concepts in strategy; Strategic Liabilities; Blue ocean strategy; Turnaround / Renewal; Mergers; Acquisitions; Emergent vs deliberate strategy; Entrepreneurial strategy. "Strategy as practice" is important as focus area and approach. A deeper level of understanding is sought combined with integration of all venture functions and selected subjects.

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