

# University of Pretoria Yearbook 2021

## Strategic management 780 (SBE 780)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Business Management</a>
<b>Prerequisites</b>	OBS 310 and OBS 320
<b>Contact time</b>	5 block weeks of 3 hours each
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	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.

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