

University of Pretoria Yearbook 2021

MPhil Business Management Strategic Management (Coursework) (07255287)

Department Business Management

Minimum duration of study 1 year

Total credits 180

NQF level 09

Programme information

Due to capacity constraints, there is not an intake of new students for every degree each year. It remains the applicant's responsibility to ensure that the degree they wish to apply for, will indeed be offered. In addition to the fields of specialisation, options are offered under the various specialisation fields, eg MPhil Accounting Sciences with an option in Fraud Risk Management, which enables the candidate to make a selection and expand specific focus areas within the existing fields of specialisation.

Admission requirements

1. Relevant honours degree
or
relevant postgraduate diploma (PGDip)
2. A cumulative weighted average of at least 60% for the honours degree or postgraduate diploma

Additional requirements

- A candidate may be refused admission to a master's degree by the relevant head of department if he/she does not comply with the standard of competence in the subject as determined by the department - with the proviso that a candidate, who does not comply with the required level of competence may be admitted, provided that he/she completes additional study assignments and/or examinations.
- The relevant head of department may set additional admission requirements.
- Specific departments have specific requirements for admission.
- The number of students will be determined in line with the growth strategy of the University of Pretoria as approved by the Executive.
- Allowance will be made for the diversity profile of students.

Research information

A candidate, before or on submission of the mini-dissertation, must submit at least one draft article for publication in a recognised academic journal.

Dissertations/mini-dissertations, curricula and modules

1. The degree programme requires that a dissertation/mini-dissertation must be submitted in a field of study chosen from the fields covered for the honours degree, provided that the Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, approve the replacement of the required dissertation by the successful completion of a prescribed number of module credits and a mini-dissertation/research article.
2. Information on modules, credits and syllabi is available, on request, from the relevant head of department/Postgraduate Committee.
3. A module in Research Methodology is compulsory in all programmes. The Dean may, on the recommendation of the relevant head of department/Postgraduate Committee, waive the prerequisites.
4. Sufficient number of bound copies of the dissertation/mini-dissertation must be submitted to the Head: Student Administration for examination, after permission is granted by the supervisor.

Article for publication

The Dean may require, before or on submission of a dissertation/mini-dissertation, the submission of a draft article for publication to the supervisor. The draft article should be based on the research that the student has conducted for the dissertation/mini-dissertation and be approved by the supervisor concerned. The supervisor should then have the opportunity to take the paper through all the processes of revision and resubmission as may be necessary and/or appropriate in order to achieve publication.

Submission of dissertation/mini-dissertation

A dissertation/mini-dissertation is submitted to the Head: Student Administration/departmental Postgraduate Office, before the closing date for the various graduation ceremonies as announced annually.

For examination purposes, a student must, in consultation with the supervisor, submit a sufficient number of bound copies and/or e-copies of the dissertation/mini-dissertation, printed on good quality paper and of good letter quality, to the Head: Student Administration/departmental Postgraduate Office. Permission to submit the dissertation/mini-dissertation in unbound form may be obtained from the supervisor concerned on condition that a copy of the final approved dissertation/mini-dissertation is presented to the examiners in bound format or electronic format.

In addition to the copies already mentioned, each successful student must submit a bound paper copy as well as two electronic copies of the approved dissertation/mini-dissertation to the Head: Student Administration/departmental Postgraduate Office in the format specified by the faculty and in accordance with the minimum standards set by the Department of Library Services, before 15 February for the Autumn graduation ceremonies and before 15 July for the Spring graduation ceremonies, failing which the degree will only be conferred during a subsequent series of graduation ceremonies.

Pass with distinction

In order to be awarded a postgraduate degree/diploma with distinction, a student must meet the following criteria:

- Obtain a Grade Point Average of at least 75% including at least 75% in the mini-dissertation in the case of a coursework Master's degree; and
- Complete the degree/diploma within the minimum period prescribed.
- Only the final mark of the first attempt to pass the modules or dissertation will be considered; and
- The GPA will be not be rounded up to a whole number.

Curriculum: Final year

Core modules

Research methodology 804 (NME 804)

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|-------------------------------|--------------------------------|
| Module credits | 20.00 |
| NQF Level | 09 |
| Prerequisites | No prerequisites. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 |

Module content

Strong emphasis on market research, quantification of the market but also a basis for academic publications and a doctorate.

Strategic management 811 (OBS 811)

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|-------------------------------|--|
| Module credits | 20.00 |
| NQF Level | 09 |
| Prerequisites | OBS 320 or equivalent |
| Contact time | 2 days of interactive simulation, 3 days of lectures |
| Language of tuition | Module is presented in English |
| Department | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

Key principles and concepts of strategy and strategic management; competitive strategy; emergent and deliberate strategy; formulation of strategy; analysis of the external and internal environment; stakeholder analysis; competitive advantage; shareholder value; strategy and performance; hyper-competition; corporate and business level strategy. An advanced strategic management simulation that is online and interactive to apply strategy principles, and to foster team collaboration.

Advanced concepts in strategic management 812 (OBS 812)

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|----------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 09 |
| Prerequisites | OBS 811 |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |



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|-------------------------------|--------------------------|
| 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.

Applied strategic management 813 (OBS 813)

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|----------------------------|--------------------------------|
| Module credits | 25.00 |
| NQF Level | 09 |
| Prerequisites | No prerequisites. |
| Contact time | 1 lecture per week |
| Language of tuition | Module is presented in English |

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|-------------------------------|--------------------------|
| Department | Business Management |
| Period of presentation | Semester 1 or Semester 2 |

Module content

The strategy as practice approach drives this course. The selected approach is that of the consultant to the venture. Students are required to identify a company where the project is executed. Focus is on analysis through research, formulation through interactive facilitation and implementation through processes. Finally a review of the benefits to the venture is done post execution.

Mini-dissertation: Research article 898 (OBS 898)

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|----------------------------|--------------------------------|
| Module credits | 90.00 |
| NQF Level | 09 |
| Prerequisites | NME 804. |
| Language of tuition | Module is presented in English |
| Department | Business Management |

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|-------------------------------|------|
| Period of presentation | Year |
|-------------------------------|------|

Module content

This module equips the student to conduct independent research by executing a research project on a relevant topic, of which the findings are reported in an academic article.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section.



Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.