

# University of Pretoria Yearbook 2022

## Strategy in the digital age 750 (GIC 750)

**Qualification** Postgraduate

**Faculty** [Gordon Institute of Business Science](#)

**Module credits** 10.00

**NQF Level** 08

**Programmes** [PGDip \(Business Administration\) Full-time](#)

[PGDip \(Business Administration\) Part-time](#)

[PGDip \(General Management\)](#)

**Prerequisites** No prerequisites.

**Contact time** 21 contact hours per semester

**Language of tuition** Module is presented in English

**Department** Gordon Institute of Business Science

**Period of presentation** Semester 1 and Semester 2

### Module content

During this course, students take an integrative view of business and management. Students will be introduced to the concepts of strategy formulation and implementation and study the links between technology, operations, processes and structures. Using the knowledge and skills learned throughout the programme, you will develop a holistic view of business and the organisation.

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