

University of Pretoria Yearbook 2022

Strategic management 811 (OBS 811)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
NQF Level	09
Programmes	MPhil (Business Management) (Responsible Leadership) (Coursework) MPhil (Business Management) (Strategic Management) (Coursework) MPhil (Business Management) (Supply Chain Management) (Coursework) MPhil (Entrepreneurship) (Coursework) MPhil (Strategic Communication Management) (Coursework)
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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.