

# University of Pretoria Yearbook 2022

## Advanced concepts in strategic management 812 (OBS 812)

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| <b>Qualification</b>          | Postgraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>                     |
| <b>Module credits</b>         | 25.00   |
| <b>NQF Level</b>              | 09  |
| <b>Programmes</b>             | <a href="#">MPhil (Business Management) (Strategic Management) (Coursework)</a> |
| <b>Prerequisites</b>          | OBS 811   |
| <b>Contact time</b>           | 1 lecture per week  |
| <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

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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