

University of Pretoria Yearbook 2024

Strategic management 850 (GIJ 850)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	15.00
NQF Level	09
Programmes	MPhil (Business Management) Corporate Strategy (Coursework)
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

This module focuses on a broad range of strategic management concepts. The application of strategic management in business has been informed by a shift from a relatively stable to a more rapidly changing and competitive environment that is dynamic and informed by new technologies. It is an environment that demands an ability to anticipate change and the capabilities to operate in new geographic markets. Businesses need to be able to deal with uncertainty as well as analyse their internal and external operating environments. They need to effectively orchestrate resources and core capabilities to achieve competitive advantage. With a focus on an emerging market context, this module considers how strategic management scholarship can be enhanced by a greater appreciation of different organisational contexts. At the end of this module, students will have an understanding and working knowledge of strategic management concepts and their application, with a view to developing their own scholarship in the field.

General Academic Regulations and Student Rules

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. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

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

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.