

Faculty	Economic and Management Sciences			
Home Department	Management and Entrepreneurship			
Module Topic	Strategic Management			
Generic Module Name	Strategic Management 304			
Alpha-numeric Code	MAN304			
NQF Level	7			
NQF Credit Value	15			
Duration	Semester			
Proposed semester to be offered	Second Semester			
Programmes in which module will be offered	BCom (1008), BCom Extended Curriculum (1751), BCom Part-time (1101), BAdmin (1011), BAdmin Part-time (1018), BCom Law (7211), BA (SRES) (8061)			
Year Level	3 (4 Extended Curriculum)			
Main Outcomes	<p>On completion of this module, a student should be able to:</p> <ul style="list-style-type: none"> • Understand and define the basic concepts and principles of strategic management. • Conduct an analysis of the internal and external environment of business as a means to assess organisational performance. • Identify strategic capabilities and gaps from a business case studies. • Conduct and draw conclusions from an organisation's capabilities. • Apply the strategic management process to analyse and improve organisational performance. • Formulate realistic business strategies for a selected business case study. • Develop implementation plans to execute the selected strategies. • Devise strategic approaches to managing a business successfully in a global context. • Assess and evaluate SBU strategies. 			
Main Content	<ul style="list-style-type: none"> • Developing mission, vision and a strategic objectives • Competitive advantage and strategic choice • Introduction to strategic management • Environment Analysis • Strategy choice and formulation • Strategy implementation • Strategy control 			
Pre-requisite modules	MAN201 and MAN206			
Co-requisite modules	MAN314			
Prohibited module Combinations	None			
Breakdown of Learning Time	Hours	Timetable Requirement per week		Other teaching modes that does not require time-table
Contact with lecturer/ tutor:	52	<i>Lectures p.w.</i>	4	
Assignments & tasks:	30	<i>Practicals p.w.</i>	0	
Practicals:	0	<i>Tutorials p.w.</i>	1	
Assessment:	3			
Self-study:	65			
Other: Please specify	0			
Total Learning Time	150			
Methods of Student	Continuous Assessment (CA): 60%			

Assessment	Final Assessment (FA): 40%
Assessment Module type	Continuous and Final Assessment (CFA)