

Faculty	Economic and Management Sciences		
Home Department	Management and Entrepreneurship		
Module Topic	Strategic Management		
Generic Module Name	Strategic Management 769		
Alpha-numeric Code	MAN769		
NQF Level	8		
NQF Credit Value	15		
Duration	Semester		
Proposed semester to be offered	Second Semester		
Programmes in which module will be offered	BCom Hons Man (1731), BCom Hons Fin (1721/1722)		
Year Level	7		
Main Outcomes	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Apply selected analytical tools used to: <ul style="list-style-type: none"> - manage the process of strategic management - develop competitive advantage - formulate and integrate strategic analysis and functional strategies to develop business unit strategies - implement and monitor strategies • Evaluate the above tools, by making reasoned judgments founded on sound analysis, when developing strategic alternatives and viable solutions to strategy case study problems. • Incorporate current business practice and issues when analysing strategic management challenges. 		
Main Content	<ul style="list-style-type: none"> • Strategic management and decision-making processes; • Influence of leadership, power, values and organisational culture on strategy formulation. • Formulation of mission and objectives in context of industry and competitive analysis, and internal analysis of resources and capabilities • Integration of corporate, business unit and functional strategies • Identification of competitive advantage and strategy selection. • Designing systems for effective strategy implementation and monitoring. 		
Pre-requisite modules	None		
Co-requisite modules	None		
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:	40	<i>Lectures p.w.</i>	3
Assignments & tasks:	10	<i>Practicals p.w.</i>	0
Practicals:	0	<i>Tutorials p.w.</i>	0
Assessments	15		
Self-study	59		
Other: Please specify (Board meetings/Case preparation)	36		
Total Learning Time	150		
Methods of Student Assessment	Continuous Assessment (CA): 60% Final Assessment (FA): 40%		
Assessment Module type	Continuous and Final Assessment (CFA)		