INTRODUCTION TO STRATEGIC MANAGEMENT

Join Wits Plus and study towards a certificate course, *Introduction to Strategic Management*. The programme is offered at the University of the Witwatersrand, Braamfontein Campus West, under the guidance of highly qualified specialist lecturers.

**OBJECTIVE OF THE COURSE**

This course aims to provide participants with a set of principles and tools to develop strategic thinking skills. It will provide insight into the strategic management process and teach participants how strategic management can benefit an organisation.

**PROJECTED OUTCOMES**

At the end of the course, successful participants should be able to:

- Explain the strategic management process;
- Describe the role of Vision and Mission statements as a means to set strategic direction;
- Discuss the techniques used in an internal environmental analysis in strategy formulation;
- Describe all of the elements of an external environmental analysis and explain how they relate to strategy formulation;
- Outline and distinguish the key features of the different business strategies;
- Identify and describe the strategies applicable to the different stages of the industry lifecycle;
- Examine the barriers to successful strategy implementation;
- Define leadership and corporate culture as drivers of strategy implementation;
- Analyse and discuss the use of organisational design as a key aspect of strategy implementation;
- Explain the relationship between strategic controls and strategy implementation;
- Define Corporate Governance and explain the link between Governance and Strategy;
- Describe the strategy and orientation of international business.

*The course is limited to 35 participants, and a minimum registration of 10 participants is needed to offer the course.*

**COMMENCEMENT DATE**

Semester 2 only:
July: Thursdays 17:30 – 19:30
TARGET AUDIENCE
This course is aimed at working people who are still trying to build a career or qualify for promotion. It is aimed at people who would not be interested in or qualify to register for a formal BCom degree or who do not have access to the more advanced courses offered by Wits Business School.

LENGTH OF THE COURSE
Lectures will take place once a week on a Thursday over 14 weeks. The duration of each lecture will be two hours. The 13th lecture will be revision and will be followed by a three hour examination in the 14th week.

COURSE CONTENT
• An overview of the overall process of strategy formulation and implementation.
• Developing the strategic direction of an organisation.
• Corporate Governance and the relationship with strategy.
• Internal analysis including the Resource Based View approach.
• The external analysis of the environment.
• The formulation of strategies using different techniques.
• Managing the implementation of strategy with Structure, Leadership and Culture as key drivers.
• Using techniques such as the Balanced Scorecard to measure progress on strategy implementation.

METHOD OF ASSESSMENT
Tests, assignment and a three hour examination.

WHO IS THE LECTURER?
This course will be taught by a subject matter expert.

ENTRY REQUIREMENTS
Participants should hold a matriculation certificate, be fluent in English and have three to five years working experience. Participants should have completed the Fundamentals of Management short course through Wits Plus or a similar basic management course.

FEES AND METHOD OF PAYMENT
R5 900, which excludes the prescribed textbook.

CANCELLATION OF A COURSE
Wits Plus courses offered over one semester:
• Cancellation before commencement of lectures will result in an administration fee of 15% of the total course fee regardless of the reason.
• Cancellation after commencement of lectures will result in liability for the full amount of the course fees regardless of the reason.

VISITORS ACCESS
All short course participants are issued with a Visitors Access Card at a cost of ± R140. Parking disc fees also apply; arrangements need to be made with the parking office. You may park in student parking on Braamfontein Campus West.

APPLICATIONS
Applications should be accompanied by a brief CV (3 pages maximum); matric certificate, university academic/tertiary level study record if applicable.

Note: Wits Plus, University of the Witwatersrand, reserves the right to withdraw a course from its programme should registrations not reach viable numbers. In this event a full refund will be made.