

SHORT & CERTIFICATE COURSES

WITS PLUS

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.

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

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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.

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 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

R7 650, which excludes the prescribed textbook.

The fees for all courses are the responsibility of the individual attending the course. All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring your original proof of payment to Registration day, dates will be provided on your acceptance letter.

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. Refund requests will take a minimum of 30 working days to be processed after all documentation has been received.