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**JOHANNESBURG:  
DURBAN:**

**MILPARK**  
BUSINESS SCHOOL



## SHORT COURSE IN STRATEGIC MANAGEMENT

### DESCRIPTION

The role of Strategic Management is often linked to the senior management of major private or public enterprises. Practical experience, however, suggests that for any strategy to be effective the essential principles and driving elements must be drilled down into all layers of the organisation and the necessary buy-in obtained. Middle-level managers are often tasked with the responsibility of driving the operational machinery of businesses. To be effective, such operational activities must support the organisational strategy. To cope with the broader, faster and more complex changes that face most organisations today, a broader spectrum of the workforce must have access to the fundamental principles and practice of strategic management. Hence, this course seeks to equip employees who may currently be operating at different levels of management with practical skills for navigating and meaningfully contributing to the strategic management process. No prior knowledge of strategic management is assumed and a pragmatic, very hands-on approach is adopted in the design and delivery of the course.

### ADMISSION REQUIREMENTS

Open enrolment

Literacy at NQF Level 4 and numeracy at NQF Level 3 or equivalent is recommended.

### CERTIFICATION

Upon successful completion of the study programme and internal assessments, candidates will be awarded the Short Course Certificate in Strategic Management by the Milpark Business School.

### EXIT LEVEL OUTCOMES

On completion of this course, the qualifying candidate will be able to:

- Demonstrate an understanding of how stakeholder and environmental factors influence the setting of an organisation's strategic direction: mission/vision/strategic intent.
- Apply management planning principles to formulate strategic objectives consistent with pre-set strategic direction.
- Apply the tools and techniques to craft, analyse, evaluate and make strategic choices/judgments to achieve pre-set strategic objectives.
- Demonstrate an understanding of how key performance drivers and instruments are integrated to ensure successful implementation of strategy.

- Adapt and apply mainstream strategic management concepts, tools and techniques to other types/sizes of organisations such as small ventures, not-for-profit and globalised businesses.

## **PROGRAMME OUTLINE**

- The strategic management process
- Strategic direction and corporate governance
- Environmental analysis
- Strategy formulation
- Strategic analysis and choice
- Drivers of strategy implementation
- Strategic control and evaluation
- Contemporary applications

## **ASSESSMENT**

An integrated approach to assessment is applied. This includes individual and group formative assessments as well as an individual summative assessment. The practical nature of the course is emphasised in all assessments.

## **DURATION**

### **48 Hours / 12 Weeks**

This short course is offered on a part-time basis. Lectures are scheduled on Saturdays from 8:30 to 12:30 per session. Final results of assessments will be released within 4 weeks of completion of the course. Students may be given a second and final opportunity to retake assessments in which they were initially unsuccessful.

## **FURTHER STUDIES**

Students who have successfully completed this short course certificate may articulate onto other short courses. Depending on the student's academic background, other Milpark Business School whole qualifications may also be available to the student.

## **ABOUT THE BUSINESS SCHOOL**

Milpark Business School offers a range of higher education qualifications, accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers distance learning and contact learning, as well as supporting workshops. The qualifications range from a variety of certificate and diploma programmes to an MBA and a B.Com in Banking Management.

## **PRICING**

The fees include prescribed textbooks, comprehensive student guides and one cycle of internal assessments.

Please contact Milpark Business School sales department for more details.

## **DISCLAIMER**

The content of this brochure is accurate at the time of going to print. Milpark Business School reserves the right to change the programme content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

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