

BU8202

## Strategic Management



**Course Aim** This course will develop a broad and integrated knowledge of management techniques that lead to the ability to formulate, implement and evaluate business

**Short Title**  
**Faculty** Business  
**Polytechnic Level**  
**Credits** 15

**Pre-requisites** BU7201 and BU8200  
or BSB6201 and BSB7200

**Co-requisites** Nil  
**Anti-requisites** BSB7202

**Version** 1  
**Effective From** September-16  
**Indicative NQF Level** 8  
**Student Contact hrs** 60

**Self-directed hrs** 90

**Other directed hrs** 0  
**Total learning hrs** 150

**Learning Outcomes** On successful completion of this course, students will be able to:

- 1 Demonstrate a critical understanding of a range of management strategies and their appropriateness in particular business contexts
- 2 Evaluate the implementation of strategy. Use a selection of strategic management skills in given business contexts
- 3 Identify and analyse routine professional problems and issues in the implementation of management strategies
- 4 Demonstrate appropriate use of workplace skills and technology

### NQF Sub-strand

Theoretical  
Understanding  
Practical  
Application of  
knowledge  
Practical  
Application of  
knowledge  
Generic, Problem  
Solving and  
Analytical Skills