



Rhodes Business School
Leadership for Sustainability

Responsible Leadership | Engaged Business | Integrated Society

Short Course
**Certificate in
Strategic Management**

NQF Level: 9

Dates: 29th September to 2nd October 2020
(with pre-work required 4 weeks in advance)



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1. INTRODUCTION & COURSE PURPOSE

Module Level

According to the National Qualifications Framework (NQF), a Masters level qualification is characterised by a high level of theoretical engagement and intellectual independence, as well as the ability to relate knowledge to the resolution of various, complex and dynamic problems in a sound, systematic, practical and creative manner. Furthermore, critical appraisal, analytical writing, making sound judgements in a context of relative uncertainty and communicating conclusions clearly to specialist and non-specialist audiences is expected.

With this course certificated at **NQF level 9**, a **certificate of competence** will be issued to delegates who pass the required assessment at this level. **Letters of attendance** will be issued to those who do not meet the competence requirements. To qualify this course for an MBA credit, all applicable assessments must be successfully complete.

Purpose of Module

The purpose of the Strategic Management Module is to emphasize the importance to managers of thinking strategically and developing a strategic attitude and perspective to complement their functional orientation. In addition, the aim of the Module is to equip managers with a knowledge and understanding of the Strategic Management process so that they can contribute to the strategic management process in their organizations. The major themes of the Module include assessing the current performance of an organization; determining the level of performance which an organization would like to achieve at some point in the future, and determining what it needs to do in order to get there.

Key objectives of the Module:

- a) To understand the nature of strategic management, strategic management process, and the essence of strategy.
- b) To equip managers with knowledge and understanding to shape strategic direction, develop corporate and business level strategies based on in-depth analysis of internal and external environment.
- c) To equip managers with different tools and techniques to undertake industry analysis, competitors analysis, and analysis of resources and capabilities.
- d) Develop the competence to analyse strategy, successfully reconfigure resources in a dynamic environment, and create a sustainable competitive advantage of their respective organisations while being responsible and ethical in meeting needs and expectations of stakeholders.
- e) To understand strategy execution, blue ocean strategy and organisational alignment through various models.

2. ENTRANCE REQUIREMENTS

All applications will be reviewed by a selection panel. Applicants should **normally**:

- Hold at least a four-year, honours-level equivalent degree/diploma from an approved university, technikon or other institution.
- Have a minimum of 3 years full-time relevant practical business, organisational or sustainability/management consulting experience.
- Be proficient in English.
- Must be able to engage and interact with online delivery platforms (good computer literacy)

3. MBA-ALIGNED CERTIFICATE COURSE

This is an MBA-aligned short course, therefore involves **intensive sessions** where participants will be expected to engage in critical dialogue and actively participate in class discussions and assessment tasks



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(for full days during the lecture sessions (8am until 6pm)). All MBA class rules and requirements will apply to short course participants, including attendance, assessment, deadlines, etc.

4. EQUIPMENT REQUIREMENTS

All participants are expected to have **their own laptops or computers**, as well as **reliable internet access** for lecture attendance, syndicate work, and downloading the pre-work materials. All course materials are provided in electronic format only and will be available from the Rhodes University academic student portal site, RU-Connected. Successful short course applicants will be given access to this site, once full payment of the course fee is received.

5. COURSE FEE

The fee for the course will be R8,500.00 and **full payment is required** before the **25th August 2020**. This fee includes registration costs and all course materials during the course.

Bank details

Account name: Rhodes University

Branch: First National Bank, Grahamstown (Branch code: 210-717)

Account number: 62145503076

Cancellation Policy

Rhodes Business School reserves the right to cancel this course 5 days prior to the start of the course.

Payment of the full fee will serve as final confirmation for attending the course, and must be received on the indicated deadline (above). Due to the costs involved in the course there will be a 25% cancellation fee for any cancellations that are received less than 5 days before the start of the course (i.e. online materials available on the 31st August 2020).

6. VENUE

The entire course will be delivered virtually, with pre-work and recorded lectures uploaded on the 31st August (for download and review by participants) and virtual discussions, syndicate work and additional lectures set for the 29th September until the 2nd October 2020.

Closing date for applications: 24th August 2020

7. FURTHER DETAILS

If you have any queries please contact: Ms Aviwe Petsha

Phone: 046 603 8617 or Email: A.Petsha@ru.ac.za



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REGISTRATION FORM

(PLEASE COMPLETE CLEARLY, SCAN AND EMAIL BACK TO Ms Aviwe Petsha)

COURSE: STRATEGIC MANAGEMENT

DATES: 29 Sept – 2 Oct 2020

Surname:	First Name:	Title:

ID or passport number (required for the certificate):

Organization and designation:

Person and Postal address for the invoice:	Postal address for the certificate (if different):



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Contact details

Office Tel:	
Cell number:	Other:
Email:	

Educational Qualifications:

Work & Management Experience (please include information on the years' experience as well):



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Current and future responsibilities related to strategic management:

I, _____ hereby confirm that the information that I have completed in this application form is correct. I also confirm that I have read the course brochure and accept the conditions set out therein.

Signature

Date



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