

# UFS FORM 5: SHORT LEARNING PROGRAMME

## SECTION A: CATALOGUE

**CODE:** HEQC/H06/EMS/CCA (Non Credit-bearing SLP)

**TITLE:** Creating competitive advantage

**NQF LEVEL:** 6

**NOTIONAL LEARNING HOURS:** 80

**FORMAL CONTACT TIME:** 16 hours of lectures and learning facilitation

### LEARNING ASSUMED TO BE IN PLACE:

FETC plus Short Learning Programme in General Management Principles or relevant management experience

**OR**

Any qualification in Economic and Management Sciences on NQF Level 5 or other qualifications that are indicative of a level of advanced undergraduate management knowledge and skills

**OR**

RPL equivalent

### LEARNING OUTCOMES:

Overall outcome:

The qualifying learners will be competent in applying strategic management principles at different levels in private and related institutions.

Specific learning outcomes of the short learning programme:

Learners will be able to:

- Apply a holistic strategic management process to ensure that the strategic management process is properly coordinated.
- Map the organisational landscape by analysing the competitive landscape.
- Develop and understand the concepts for competitive positioning.
- Apply different strategies in order to gain a competitive position in the competitive environment.
- Apply competitive and cooperative dynamics in the organisational environment.
- Apply the knowledge how to implement, build and sustain competitive and organisational success.

### BRIEF DESCRIPTION OF CONTENT:

|   |                  |    |
|---|------------------|----|
| 1. Introduction to Strategic Management .Vision, mission, environmental analysis, strategy development and strategy implementation. | Contact sessions | 14 |
| 2. Analysing the Organisational Environment, including the mapping of the Business Landscape.                                       | Practical work   | 16 |

|    |   |   |             |
|----|---|---|-------------|
| 3. | Creating Competitive advantage by developing the concepts for competitive positioning.  | Self study/<br>Individual<br>assignment | 48          |
| 4. | Developing various strategies through which competitive positioning can be established. | Written Assessment                      | 2           |
| 5. | Monitoring, Control and Evaluation  | TOTAL                                   | 80<br>hours |

### CRITICAL OUTCOMES SUPPORTED BY SHORT LEARNING PROGRAMME:

- Problem solving
- Teamwork
- Collecting and organising information
- Effective communication
- Demonstrating an understanding of the world as a set of related systems

### METHODS OF ASSESSMENT AND ASSESSMENT CRITERIA:

Learners will demonstrate their competencies by:

- The ability to apply sound strategic management principles when confronted with a competitive management problem.
- The development and strategic management of a management related real life problem demonstrating the mastering of all learning outcomes.
- The submission of written reports on strategic management cases for internal assessment.
- Making presentations about the strategic management issues.

These methods and tools include the following:

- Peer assessment with regard to their performances in a team.
- Assessment of presentations by the learning facilitators.
- Assessment of written reports and evaluations by the learning facilitators.
- Assessment learners' participation in peer groups and the learning facilitators.

### ORGANISING FIELD: 3

(1 = Agriculture and Nature Conservation)  
 (2 = Culture and Arts)  
 (3 = Business, Commerce and Management Studies)  
 (4 = Communication Studies and Language)  
 (5 = Education, Training and Development)  
 (6 = Manufacturing, Engineering and Technology)

(7 = Human and Social Studies)  
 (8 = Law, Military Science and Security)  
 (9 = Health Sciences and Social Services)  
 (10 = Physical, Mathematical, Computer and Life Sciences)  
 (11 = Services)  
 (12 = Physical Planning and Construction)

**APPROVAL DATE:** 5 May 2003

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### DEPARTMENTAL OR PROGRAMME "HOME":

Unit for Small Business Development – self-sustained

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