

**THE ROLE OF AN EXTERNAL ENVIRONMENTAL ANALYSIS IN
THE STRATEGIC MANAGEMENT OF TEACHER TRAINING
COLLEGES IN SOUTH AFRICA**

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B.A.Ed.(Music), B.Ed.

**Dissertation submitted in fulfillment of the degree of Master of Education in the
Department of Educational Sciences in the Faculty of Education at the
Potchefstroom University for Christian Higher Education.**

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VAN DER BIJLPARK

1994

Acknowledgements

I wish to express my sincere gratitude to

- * my supervisor, Prof. A.M.C. Theron, for expert guidance and encouragement throughout this project**
- * colleagues and friends for their support**
- * my family for encouragement and support throughout this study**

SUMMARY

THE ROLE OF AN EXTERNAL ENVIRONMENTAL ANALYSIS IN THE STRATEGIC MANAGEMENT OF TEACHER TRAINING COLLEGES IN SOUTH AFRICA

The aims of this study are to determine the nature of strategic management, with specific reference to the external environmental analysis; to analyze emerging trends and challenges in the external environment of teacher training colleges and to provide guidelines for the strategic repositioning of teacher training colleges in South Africa.

By means of a literature study it was determined that fundamental changes in the external environment of teacher training colleges in South Africa necessitated that these organizations adopt a pro-active approach with the intention of prospering in the future. Teacher training colleges need to engage in a process of strategic management.

A vast range of stakeholders recently became involved in education. As external forces, not under the direct control of an organization, are always dominant in determining the organization's destiny, the external environment of teacher training colleges has been analyzed with the aim of identifying changes that could directly and indirectly influence these organizations.

Based on the external environmental analysis, a number of principles for future education have been identified.

A number of guidelines for possible changes in the strategy of teacher training colleges were finally laid down.

OPSOMMING

DIE ROL VAN 'N EKSTERNE OMGEWINGSANALISE IN DIE STRATEGIESE BESTUUR VAN ONDERWYSKOLLEGES IN SUID-AFRIKA

Die doel van hierdie studie is om die aard van strategiese bestuur, met spesifieke verwysing na die eksterne omgewingsanalise, te bepaal; om die eksterne omgewing van onderwyskolleges te analiseer en om riglyne vir die strategiese herposisionering van onderwyskolleges in Suid-Afrika neer te lê.

Deur middel van 'n literatuurstudie is vasgestel dat fundamentele veranderings in die eksterne omgewing van onderwyskolleges in Suid-Afrika hierdie organisasies noodsaak om pro-aktief te funksioneer. Hierdie doel kan bereik word indien onderwyskolleges tot *strategiese* bestuur oorgaan.

Eksterne faktore wat nie onder die direkte beheer van 'n organisasie staan nie, is steeds bepalend vir die toekomsbestemming van die organisasie. Die eksterne omgewing van onderwyskolleges is geanaliseer met die doel om veranderinge wat hierdie organisasies direk of indirek kan beïnvloed, te identifiseer.

Na aanleiding van die eksterne omgewingsanalise, is basiese beginsels vir toekomstige onderwys geïdentifiseer.

Ten slotte, is riglyne vir moontlike veranderinge in die strategie van onderwyskolleges, neergelê.

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