



University of Pretoria Yearbook 2016

Business management 320 (OBS 320)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BAdmin Public Management BCom Business Management BCom Communication Management BCom Economic and Management Sc BCom Entrepreneurship BCom Human Resource Management BCom Informatics: Information Systems BCom Law BCom Marketing Management BCom Option: Supply Chain Management BCom Recreation and Sports Management BSc Information Technology Information and Knowledge Systems
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Strategic management analysis and formulation

Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.

Strategic management implementation

The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.



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