



University of Pretoria Yearbook 2016

Agribusiness management 720 (LEK 720)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
Programmes	BComHons Agricultural Economics BAgricHons Rural Development
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	3 lectures per week, 1 discussion class per week
Language of tuition	English
Academic organisation	Agric Econ, Ext + Rural Dev
Period of presentation	Semester 1 or Semester 2

Module content

Strategic management in agriculture. Dynamics of agricultural management. Entrepreneurship. Environmental scanning. Productivity measurement and improvement thereof by the organisation of manpower, capital and financial sources. Business growth. Formulation and implementation of competitive strategy. Corporate governance, strategic analysis and strategic choice, strategy implementation, balanced scorecard.

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