



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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