



# University of Pretoria Yearbook 2017

## Business management 320 (OBS 320)

**Qualification** Undergraduate

**Faculty** Faculty of Economic and Management Sciences

**Module credits** 20.00

**Programmes** BAdmin Public Management

BCom

BCom Business Management

BCom Entrepreneurship

BCom Human Resource Management

BCom Informatics Information Systems

BCom Law

BCom Marketing Management

BCom Recreation and Sports Management

BCom Supply Chain Management

BSc 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** Separate classes for Afrikaans and English

**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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