



# University of Pretoria Yearbook 2018

## Business management 320 (OBS 320)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 20.00

**Programmes** [BCom](#)

[BCom Business Management](#)

[BCom Entrepreneurship](#)

[BCom Human Resource Management](#)

[BCom Informatics Information Systems](#)

[BCom Law](#)

[BCom Marketing 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

**Language of tuition** Separate classes for Afrikaans and English

**Department** 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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