



University of Pretoria Yearbook 2019

Business management 310 (OBS 310)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom BCom Business Management BCom Informatics Information Systems BCom Law 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
Department	Business Management
Period of presentation	Semester 1

Module content

Strategy formulation: the deliberate strategy process of formulating a vision and mission statement, conducting internal and external environmental analyses and selecting appropriate strategies. It will enhance an understanding of the level of strategy formulation, gaining competitive advantage in your market place and thinking strategically.

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