



University of Pretoria Yearbook 2020

Business management 310 (OBS 310)

Qualification Undergraduate

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

Module credits 20.00

Programmes [BCom](#)

[BCom Business Management](#)

[BCom Human Resource Management](#)

[BCom Informatics Information Systems](#)

[BCom Law](#)

[BCom Supply Chain Management](#)

[BIT Information Systems](#)

[BSc Information and Knowledge Systems](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Module is presented in 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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