



University of Pretoria Yearbook 2021

Business engineering 321 (BPZ 321)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	16.00
NQF Level	07
Programmes	BEng Industrial Engineering BEng Industrial Engineering ENGAGE
Contact time	2 tutorials per week, 4 lectures per week
Language of tuition	Module is presented in English
Department	Industrial and Systems Engineering
Period of presentation	Semester 2

Module content

Strategic analysis; strategy formulation; blue-ocean strategy; grand strategy matrix; SWOT/ TOWS analysis; strategy canvas; customer segmentation; marketing mix; value chain; business model canvas; business model analysis; combination of business models to create new ideas; change management; entrepreneurship; creating a business plan; integration of theory with real world application.

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