



University of Pretoria Yearbook 2021

Agribusiness management 720 (LEK 720)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
NQF Level	08
Programmes	BComHons Agricultural Economics BAgricHons Rural Development
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1 or Semester 2

Module content

Strategic management in agriculture. Dynamics of agricultural management. Entrepreneurship. Environmental scanning. Productivity measurement and improvement thereof by the organisation of manpower, capital and financial sources. Business growth. Formulation and implementation of competitive strategy. Corporate governance, strategic analysis and strategic choice, strategy implementation, balanced scorecard.

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