



# University of Pretoria Yearbook 2021

## Business management 310 (OBS 310)

**Qualification** Undergraduate

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

**Module credits** 20.00

**NQF Level** 07

**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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.