

# University of Pretoria Yearbook 2017

## Business management 320 (OBS 320)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	20.00
<b>Programmes</b>	BAdmin Public Management
	BCom
	BCom Business Management
	BCom Entrepreneurship
	BCom Human Resource Management
	BCom Informatics Information Systems
	BCom Law
	BCom Marketing Management
	BCom Recreation and Sports Management
	BCom Supply Chain Management
	BSc Information and Knowledge Systems
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
	Faculty of Education
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Academic organisation</b>	Business Management
<b>Period of presentation</b>	Semester 2

### Module content

Strategic management analysis and formulation

Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.

Strategic management implementation

The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.



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