



University of Pretoria Yearbook 2017

Business management 320 (OBS 320)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module content	<p>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.</p> <p>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.</p>
Module credits	20.00
Programmes	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
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 2



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