

University of Pretoria Yearbook 2018

Business management 320 (OBS 320)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	BCom
	BCom Business Management
	BCom Entrepreneurship
	BCom Human Resource Management
	BCom Informatics Information Systems
	BCom Law
	BCom Marketing 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
Language of tuition	Separate classes for Afrikaans and English
Department	Business Management
Period of presentation	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.

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.