

University of Pretoria Yearbook 2019

Business engineering 321 (BPZ 321)

Qualification Undergraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 16.00

Programmes [BEng Industrial Engineering](#)
[BEng Industrial Engineering Engage](#)

Contact time 4 lectures per week, 2 tutorials per week

Language of tuition Module is presented in English

Department Industrial and Systems Engineering

Period of presentation Semester 2

Module content

Strategic analysis; strategy formulation; blue-ocean strategy; grand strategy matrix; SWOT/ TOWS analysis; strategy canvas; customer segmentation; marketing mix; value chain; business model canvas; business model analysis; combination of business models to create new ideas; change management; entrepreneurship; creating a business plan; integration of theory with real world application.

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