



University of Pretoria Yearbook 2019

Business engineering 321 (BPZ 321)

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| 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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