



University of Pretoria Yearbook 2019

Business engineering 321 (BPZ 321)

Qualification	Undergraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
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.
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

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