



# University of Pretoria Yearbook 2019

## Business management 310 (OBS 310)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module content</b>	Strategy formulation: the deliberate strategy process of formulating a vision and mission statement, conducting internal and external environmental analyses and selecting appropriate strategies. It will enhance an understanding of the level of strategy formulation, gaining competitive advantage in your market place and thinking strategically.
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BCom</a> <a href="#">BCom Business Management</a> <a href="#">BCom Informatics Information Systems</a> <a href="#">BCom Law</a> <a href="#">BCom Supply Chain Management</a> <a href="#">BSc Information and Knowledge Systems</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

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