

# University of Pretoria Yearbook 2020

## Business engineering 321 (BPZ 321)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a>
<b>Module credits</b>	16.00
<b>Programmes</b>	<a href="#">BEng Industrial Engineering</a> <a href="#">BEng Industrial Engineering ENGAGE</a>
<b>Contact time</b>	2 tutorials per week, 4 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Industrial and Systems Engineering
<b>Period of presentation</b>	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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