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# University of Pretoria Yearbook 2021

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## Agribusiness management 720 (LEK 720)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BComHons Agricultural Economics</a> <a href="#">BAgricHons Rural Development</a>
<b>Service modules</b>	Faculty of Economic and Management Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Agricultural Economics Extension and Rural Develo
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

Strategic management in agriculture. Dynamics of agricultural management. Entrepreneurship. Environmental scanning. Productivity measurement and improvement thereof by the organisation of manpower, capital and financial sources. Business growth. Formulation and implementation of competitive strategy. Corporate governance, strategic analysis and strategic choice, strategy implementation, balanced scorecard.

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