

University of Pretoria Yearbook 2022

Agribusiness management 720 (LEK 720)

Qualification Postgraduate

Faculty [Faculty of Natural and Agricultural Sciences](#)

Module credits 15.00

NQF Level 08

Programmes [BComHons Agricultural Economics](#)

[BAgricHons Rural Development](#)

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 1 discussion class per week, 3 lectures per week

Language of tuition Module is presented in English

Department Agricultural Economics Extension and Rural Develo

Period of presentation 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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