

# University of Pretoria Yearbook 2022

## Business management 310 (OBS 310)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	20.00
<b>NQF Level</b>	07
<b>Programmes</b>	<a href="#">BCom (Informatics) Information Systems</a>
	<a href="#">BCom (Law)</a>
	<a href="#">BCom</a>
	<a href="#">BCom (Business Management)</a>
	<a href="#">BCom (Human Resource Management)</a>
	<a href="#">BCom (Supply Chain Management)</a>
	<a href="#">BIT (Information Systems)</a>
	<a href="#">BSc (Information and Knowledge Systems)</a>
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<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>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

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specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.