

University of Pretoria Yearbook 2023

Business engineering 321 (BPZ 321)

Qualification Undergraduate

Faculty [Faculty of Engineering, Built Environment and Information Technology](#)

Module credits 16.00

NQF Level 07

Programmes [BEng \(Industrial Engineering\)](#)

[BEng \(Industrial Engineering\) ENGAGE](#)

Contact time 2 tutorials per week, 4 lectures per week

Language of tuition Module is presented in English

Department Industrial and Systems Engineering

Period of presentation 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.

Regulations and rules

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

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-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.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-

Framework (HEQF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.