



University of Pretoria Yearbook 2018

Business management 320 (OBS 320)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 20.00

Programmes [BCom](#)

[BCom Business Management](#)

[BCom Entrepreneurship](#)

[BCom Human Resource Management](#)

[BCom Informatics Information Systems](#)

[BCom Law](#)

[BCom Marketing Management](#)

[BCom Supply Chain Management](#)

[BSc Information and Knowledge Systems](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Faculty of Education

Prerequisites OBS 114 or 124 with admission to the examination in the other

Language of tuition Separate classes for Afrikaans and English

Department Business Management

Period of presentation Semester 2

Module content

Strategic management analysis and formulation

Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.

Strategic management implementation

The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.

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