



University of Pretoria Yearbook 2016

Business management 143 (OBS 143)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	8.00
Programmes	BCom (M) Four-year programme BSc Extended programme - Mathematical Sciences
Prerequisites	OBS 133; Only available to BCom (Four-year programme) students
Contact time	Foundation Course, 3 lectures per week, 1 discussion class per week
Language of tuition	English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Introduction to and overview of general management, especially regarding the five management tasks, strategic management, contemporary developments and management issues, financial management, marketing, public relations. (Note: For marketing students, marketing is replaced by financial management, and public relations by small business management.)

Introduction to and overview of the value chain model, management of the input, management of the purchasing function, management of the transformation process with specific reference to production and operations management, human resources management, and information management; corporate governance and black economic empowerment (BEE).

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