



University of Pretoria Yearbook 2017

Business management 114 (OBS 114)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin Public Management BCom BCom Accounting Sciences BCom Agribusiness Management BCom Business Management BCom Econometrics BCom Economics BCom Entrepreneurship BCom Financial Sciences BCom Human Resource Management BCom Informatics Information Systems BCom Investment Management BCom Law BCom Marketing Management BCom Recreation and Sports Management BCom Statistics BCom Supply Chain Management BEd Senior Phase and Further Education and Training Teaching BIS Information Science BIT Information Technology BSc Information and Knowledge Systems BSocSci Heritage and Cultural Tourism BSocSci Industrial Sociology and Labour Studies BSW BConSci Clothing Retail Management



[BConSci Food Retail Management](#)

[BConSci Hospitality Management](#)

[BSc Geoinformatics](#)

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	May not be included in the same curriculum as OBS 155
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. Responsible leadership and the role of a business in society. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit.

Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. 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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