

University of Pretoria Yearbook 2017

BCom (07130222)

Duration of study 3 years

Total credits 409

Programme information

The programme is aimed at the training of students in the Economic and Management Sciences, but it does not lead to a specific vocational outcome. However, students are able to compile their own curricula with a view to work opportunities in all sectors.

Admission requirements

- The following persons will be considered for admission: a candidate who is in possession of a certificate that is deemed by the University to be equivalent to the required Grade 12 certificate with university endorsement; a candidate who is a graduate from another tertiary institution or has been granted the status of a graduate of such an institution; and a candidate who is a graduate of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the APS.

Minimum requirements								
Achievement level								APS
Afrikaans or English				Mathematics				
NSC/IEB	HIGCSE	AS-Level	A-Level	NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	4	3	D	D	30

Additional requirements

- General Regulations G.1 to G.15 (with the exception of Regulation G.11.2(c)) apply to a bachelor's degree.
- A student may not take more than the prescribed number of modules per semester unless the Dean decides otherwise.
- A student may take a module not listed as an elective module only if the prior approval of the Dean has been obtained.
- A student who is in possession of a bachelor's degree may not present any modules passed for that degree for another field of specialisation or degree in this Faculty. (See General Regulations G.8 and G.9)
- A module passed at 300-level shall only be recognised for degree purposes if the corresponding prescribed module(s) at 200-level has/have been passed, unless the Dean decides otherwise, with the proviso that the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320) and International business management 359 and 369 (OBS 359 and 369); only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

- f. A module already passed may only be repeated with the approval of the Dean.
- g. A module passed may not be taken into account for more than one degree or field of specialisation.
- h. It remains the student's responsibility to ascertain, prior to registration, whether all the modules he/she intends taking can be accommodated in the class, test and examination timetables.
- i. The Faculty of Economic and Management Sciences supports an outcomes-based education system and places a high premium on the development of specific academic competences. Class attendance in all modules and for the full duration of all programmes is therefore compulsory for all students.
- j. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty Regulations.

Other programme-specific information

Only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level except for the modules offered at 200- and 300-level only.

Please note:

- If BER 210 and BER 220 are chosen as core modules at 200-level, the elective modules will total 40 credits and the core modules 93 credits at 100-level.
- If WTW or WST is chosen as core modules, the credits will be higher.
- If FRK 211 and FRK 221 are chosen, INF 281 (3 additional credits) is compulsory.
- FRK 122 is a terminating module. If FRK 122 is selected, a candidate will not be able to continue with Financial Accounting at the 200- and 300- level. Also note that FRK 121 may be a prerequisite for a number of other modules (eg BEL 200) and it is the responsibility of the candidate to ensure that he/she makes the appropriate choice between FRK 121 and 122.
- FBS 212 and 222 are terminating modules. Candidates will not be able to continue with Financial management at 300-level.
- BER 210 and 220 may not be included in the same curriculum as KRG 110, 120.
- Mathematical statistics and Mathematics are not mutually exclusive and may be taken simultaneously. WTW 114, 126, 128, 211, 218 must be taken if WST will be taken up to 300-level.
- OBS 310 may not be included in the same curriculum as BDO 319, 329 for degree purposes.
- Informatics 281 (INF 281) (with 3 additional credits), is compulsory if Financial Accounting 211, 221 (FRK 211, 221) are chosen.

Please consult the alphabetical list of modules for prerequisites of all applicable modules.

Specialisation modules: Any prescribed modules at 300-level which is preceded by the appropriate modules at 200-level.

"Major subject"

To be considered a "major subject" the equivalent of four 14-week modules, including two at 300-level, must be passed provided that:

- the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320), and International business management 359 and 369 (OBS 359 and 369);
- only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

Promotion to next study year

According to General Regulation G.3 students have to comply with certain requirements as set by the Faculty Board.

- a. A student must pass at least 4 core semester or 2 core year modules to be admitted to the subsequent year of study.
- b. If a student has passed less than the required minimum of 4 core semester or 2 core year modules, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the Faculty's Admissions Committee to be readmitted conditionally – with the proviso that the Admissions Committee may set further conditions with regards to the student's academic progress. The Faculty's Admissions Committee may deny a student's application for readmission.
- c. If a student has been readmitted conditionally, his/her academic progress will be monitored after the first semester examinations to determine whether he/she has complied with the requirements set by the Admissions Committee. If not, his/her studies will be suspended.
- d. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the Faculty's Admissions Committee.
- e. A student may be refused promotion to a subsequent year of study if the prescribed tuition fees are not paid.
- f. A student may be refused admission to the examination, or promotion to a subsequent year of study or promotion in a module (if applicable) if he/ she fails to fulfil the attendance requirements. Class attendance in all modules and for the full duration of all programmes is compulsory for all students.

Pass with distinction

- a. A degree may be awarded with distinction provided the candidate meets the following criteria:
 - i. Completes the degree within three years;
 - ii. Obtains a Cumulative Grade Point Average (CGPA) of 75%;
 - iii. Repeated passed modules will not be considered. The initial pass mark of module will be used when calculating the GPA.
- b. Transferees from other faculties and from other universities who still complete their bachelor degrees (including credits transferred and recognised from the degrees they registered for originally) within three years will be considered as exceptional cases by the Dean.
- c. The GPA will be not be rounded up to a whole number.
- d. Exceptional cases will be considered by the Dean.

General information

Minimum requirements for bachelor's degrees; semester and year modules; new regulations

1. Students who commenced their studies before 2015 must complete the programme in terms of the curriculum of the year in which they commenced their studies, or in terms of the curriculum of the year in which they switched to their current field of specialisation. Students who prefer to do so may, however, apply to change over to the latest curriculum, but then they should comply with all the requirements thereof and they may not revert to the regulations of an earlier year.
2. Students who are registering for a degree programme for the first time in 2015 must take the modules indicated under the particular field of specialisation.

Please note: Only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only. It is thus the responsibility of students to ensure before registration, that their curricula comply with all the requirements of the applicable regulations.

Curriculum: Year 1

Minimum credits: 140

Fundamental modules

Academic information management 101 (AIM 101)

Module credits	6.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Economic and Management Sciences Faculty of Humanities Faculty of Law Faculty of Health Sciences Faculty of Natural and Agricultural Sciences Faculty of Theology Faculty of Veterinary Science
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Information Science
Period of presentation	Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

Academic literacy for Economic and Management Sciences 124 (ALL 124)

Module credits	6.00
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Unit for Academic Literacy
Period of presentation	Semester 1 and Semester 2

Module content

This module intends to equip students with the competence in reading and writing required in the four high impact modules: Business Management, Financial Accounting, Statistics and Economics. Students will also be equipped to interpret and draw figures and graphs and to do computations and manage relevant formulas. During Semester 1 students engage with the online computer program MyFoundationsLab individually in a flexible learning environment, and during Semester 2 they attend the scheduled contact sessions and do the coursework.

This module is offered by the Faculty of Humanities.

Academic orientation 107 (UPO 107)

Module credits	0.00
Language of tuition	Afrikaans and English is used in one class
Academic organisation	EMS Dean's Office
Period of presentation	Year

Core modules

Economics 110 (EKN 110)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Economics
Period of presentation	Semester 1

Module content

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

Economics 120 (EKN 120)

Module credits	10.00
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Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Economics
Period of presentation	Semester 2

Module content

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

Financial accounting 111 (FRK 111)

Module credits 10.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Law Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 1

Module content

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

Financial accounting 121 (FRK 121)

Module credits 12.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	FRK 111 GS
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 2

Module content

Property, plant and equipment; intangible assets; inventories; liabilities; presentation of financial statements; enterprises without profit motive; partnerships; companies; close corporations; cash flow statements; analysis and interpretation of financial statements.

Commercial law 110 (KRG 110)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 1 tutorial per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 1

Module content

General introduction.

General principles of the law of contract: introduction to the law of contract; consensus; contractual capacity; legality and physical possibility of performance; formalities; parties to the contract; conditions and related legal concepts; special terms and the interpretation of contracts; breach of contract and the termination of the contractual relationship.

Commercial law 120 (KRG 120)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences
Prerequisites	Examination entrance to KRG 110
Contact time	1 tutorial per week, 2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 2

Module content

Law of purchase and sale; law of lease; credit agreements; law of agency; law of security.

Statistics 110 (STK 110)

Module credits 13.00

Service modules
Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Statistics

Period of presentation Semester 1

Module content

Descriptive statistics:

Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.

Probability and inference:

Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 113 (STK 113)

Module credits 11.00

Service modules
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 1 tutorial per week, 3 lectures per week, 1 practical per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Statistics

Period of presentation Semester 1

Module content

*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.

Data operations and transformations:

Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.

Descriptive statistics – Univariate:

Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

The weekly one hour practical is presented during the last seven weeks of the semester.

Statistics 120 (STK 120)

Module credits 13.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 110 GS or both STK 113 GS and STK 123 GS or both WST 133 and WST 143 or STK 133 and STK 143
Contact time	1 practical per week, 1 tutorial per week, 3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

Multivariate statistics:

Analysis of variance, categorical data analysis, distribution-free methods, curve fitting, regression and correlation, the analysis of time series and indices.

Statistical and economic applications of quantitative techniques:

Systems of linear equations: drafting, matrices, solving and application. Optimisation; linear functions (two and more independent variables), non-linear functions (one and two independent variables). Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus, distribution functions, probability distributions, probability density functions. Identification, use, evaluation, interpretation of statistical computer packages and statistical techniques.

This module is also presented as an anti-semester bilingual module.

Statistics 123 (STK 123)

Module credits 12.00

Service modules	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 113 GS
Contact time	1 tutorial per week, 1 practical per week, 3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.

Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

Mathematical statistics 111 (WST 111)

Module credits 16.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	At least 5 (60-69%) in Mathematics in the Grade 12 examination
Contact time	4 lectures per week, 1 practical per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 1

Module content

Characterisation of a set of measurements: Graphical and numerical methods. Random sampling. Probability theory. Discrete and continuous random variables. Probability distributions. Generating functions and moments.

Mathematical statistics 121 (WST 121)

Module credits 16.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	WST 111 GS or WST 133, 143 and 153
Contact time	1 practical per week, 4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

Sampling distributions and the central limit theorem. Statistical inference: Point and interval estimation. Hypothesis testing with applications in one and two-sample cases. Introductory methods for: Linear regression and correlation, analysis of variance, categorical data analysis and non-parametric statistics. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Financial accounting 122 (FRK 122)

Module credits	12.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Law Faculty of Natural and Agricultural Sciences
Prerequisites	FRK 111 GS or FRK 133, FRK 143
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 2

Module content

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not calculations), interpretation of financial statements.

Elective modules

Marketing Management 120 (BEM 120)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	BEM 110
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Marketing Management

Period of presentation Semester 2

Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

Informatics 112 (INF 112)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites Refer to Regulation 1.2(e): A candidate must have passed Mathematics with at least 4 (50-59%) in the Grade 12 examination; or STK 113 60%, STK 123 60% or STK 110

Contact time 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Informatics

Period of presentation Semester 2

Module content

Introduction to information systems, information systems in organisations, hardware: input, processing, output, software: systems and application software, organisation of data and information, telecommunications and networks, the Internet and Intranet. Transaction processing systems, management information systems, decision support systems, information systems in business and society, systems analysis, systems design, implementation, maintenance and revision.

Business management 114 (OBS 114)

Module credits 10.00

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).

Business management 124 (OBS 124)

Module credits 10.00

Service modules
Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites Admission to the examination in OBS 114

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Business Management

Period of presentation Semester 2

Module content

The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Creativity and innovation, opportunity finding and exploitation. The business plan and resource requirements are explored. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

Calculus 114 (WTW 114)

Module credits 16.00

Service modules
Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities

Prerequisites Refer to Regulation 1.2. Mathematics 60% Grade 12.

Contact time 1 tutorial per week, 4 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

*This module serves as preparation for students majoring in Mathematics (including all students who intend to enrol for WTW 218 and WTW 220). Students will not be credited for more than one of the following modules for their degree: WTW 114, WTW 158, WTW 134, WTW 165.

Functions, limits and continuity. Differential calculus of single variable functions, rate of change, graph sketching, applications. The mean value theorem, the rule of L'Hospital. Definite and indefinite integrals, evaluating definite integrals using anti-derivatives, the substitution rule.

Mathematics 134 (WTW 134)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Veterinary Science

Prerequisites Refer to Regulation 1.2: At least 50% for Mathematics in the Grade 12 examination .

Contact time 4 lectures per week, 1 tutorial per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

**Students will not be credited for more than one of the following modules for their degree: WTW 134, WTW 165, WTW 114, WTW 158. WTW 134 does not lead to admission to Mathematics at 200 level and is intended for students who require Mathematics at 100 level only. WTW 134 is offered as WTW 165 in the second semester only to students who have applied in the first semester of the current year for the approximately 65 MBChB, or the 5-6 BChD places becoming available in the second semester and who were therefore enrolled for MGW 112 in the first semester of the current year.*

Functions, derivatives, interpretation of the derivative, rules of differentiation, applications of differentiation, integration, interpretation of the definite integral, applications of integration. Matrices, solutions of systems of equations. All topics are studied in the context of applications.

Public administration 112 (PAD 112)

Module credits 10.00

Service modules Faculty of Humanities

Prerequisites No prerequisites.

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation School of Public Man + Admin

Period of presentation Semester 1

Module content

This module in public administration is designed specifically to assist students in understanding the role of public administration in a modern state, the unique characteristics of public administration, the schools and approaches in public administration and introducing the various generic administrative functions. The discipline of public administration has developed rapidly and by implication, has changed and shifted its paradigm over the years. The purpose of this module is to introduce public administration to the student as a field of study that makes a significant contribution to the effective administration and management of government institutions.

Public administration 122 (PAD 122)

Module credits 10.00

Service modules Faculty of Humanities

Prerequisites PAD 112 GS

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation School of Public Man + Admin

Period of presentation Semester 2

Module content

This module in public administration will introduce the constitutional framework pertaining to public administration. The South African system of government, the functions, role and powers of the executive, legislative and judicial branches of government as well as the functioning of the three spheres of government will be discussed. The module will enable the student to understand how and where public administration is practiced.

Mathematics 124 (WTW 124)

Module credits 16.00

Prerequisites WTW 114

Contact time 4 lectures per week, 1 tutorial per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 2

Module content

*Students will not be credited for more than one of the following modules for their degree:

WTW 124, WTW 146, WTW 148 and WTW 164. This module serves as preparation for students majoring in Mathematics (including all students who intend to enrol for WTW 218, WTW 211 and WTW 220).

The vector space R^n , vector algebra with applications to lines and planes, matrix algebra, systems of linear equations, determinants. Complex numbers and factorisation of polynomials. Integration techniques and applications of integration. The formal definition of a limit. The fundamental theorem of Calculus and applications. Vector functions, polar curves and quadratic curves.

Linear algebra 146 (WTW 146)

Module credits	8.00
Service modules	Faculty of Education
Contact time	2 lectures per week, 1 tutorial per week
Language of tuition	Module is presented in English
Academic organisation	Mathematics and Applied Maths
Period of presentation	Semester 2

Module content

*Students will not be credited for more than one of the following modules for their degree: WTW 124, WTW 146 and WTW 164. The module WTW 146 is designed for students who require Mathematics at 100 level only and does not lead to admission to Mathematics at 200 level.

Vector algebra, lines and planes, matrix algebra, solution of systems of equations, determinants. Complex numbers and polynomial equations. All topics are studied in the context of applications.

Calculus 148 (WTW 148)

Module credits	8.00
Service modules	Faculty of Education
Prerequisites	WTW 114 GS or WTW 134
Contact time	2 lectures per week, 1 tutorial per week
Language of tuition	Module is presented in English
Academic organisation	Mathematics and Applied Maths
Period of presentation	Semester 2

Module content

*Students will not be credited for more than one of the following modules for their degree: WTW 124, WTW 148 and WTW 164. The module WTW 148 is designed for students who require Mathematics at 100 level only and does not lead to admission to Mathematics at 200 level.

Integration techniques. Modelling with differential equations. Functions of several variables, partial derivatives, optimisation. Numerical techniques. All topics are studied in the context of applications.

Industrial and organisational psychology 111 (BDO 111)

Module credits	10.00
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Human Resource Management
Period of presentation	Semester 2

Module content

*Only for BCom / BAdmin students

Introduction to industrial and organisational psychology

This section is an introduction to the various schools of thought in psychology with particular emphasis on industrial and organisational psychology and its fields of application. The basic principles of scientifically systematising industrial psychological knowledge will be discussed. The biological basis of behaviour will be addressed in order to lay the foundation for the application of ergonomical principles.

Individual processes

This section consists of the principles of learning as found in the work context. The role of perception in the work environment will be discussed by considering aspects such as shape, depth, distance and colour perceptions. Cognition, thought, reasoning, memory, creativity and decision-making will be included. Intelligence will be addressed and placed in an industrial and organisational psychology perspective.

Curriculum: Year 2

Minimum credits: 143

No student is allowed to register for FBS 210, FBS 220, FBS 310 and FBS 320 under the BCom (Own Choice) degree.

Fundamental modules

Introduction to moral and political philosophy 251 (FIL 251)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Philosophy
Period of presentation	Quarter 2, 3 and 4

Module content

In this module students are equipped with an understanding of the moral issues influencing human agency in economic and political contexts. In particular philosophy equips students with analytical reasoning skills necessary to understand and solve complex moral problems related to economic and political decision making. We demonstrate to students how the biggest questions concerning the socio-economic aspects of our lives can be broken down and illuminated through reasoned debate. Examples of themes which may be covered in the module include justice and the common good, a moral consideration of the nature and role of economic markets on society, issues concerning justice and equality, and dilemmas of loyalty. The works of philosophers covered may for instance include that of Aristotle, Locke, Bentham, Mill, Kant, Rawls, Friedman, Nozick, Bernstein, Dworkin, Sandel, Walzer, and MacIntyre.

Core modules

Business law 210 (BER 210)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 1

Module content

Basic principles of law of contract. Law of sales, credit agreements, lease.

Business law 220 (BER 220)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites Examination entrance for BER 210

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mercantile Law

Period of presentation Semester 2

Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

Communication management 284 (KOB 284)

Module credits 5.00

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Div Communication Management

Period of presentation Quarter 4

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 281–284 may be taken as a module where necessary for a programme.

Applied business communication skills

Acquiring basic business communication skills will enhance the capabilities of employees, managers and leaders in the business environment. An overview of applied skills on the intrapersonal, dyadic, interpersonal, group (team), organisational, public and mass communication contexts is provided. The practical part of the module (for example, the writing of business reports and presentation skills) concentrates on the performance dimensions of these skills as applied to particular professions.

Elective modules

Taxation 200 (BEL 200)

Module credits 32.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites FRK 111 and FRK 121 or FRK 100 or FRK 101. Only available to BCom (Option Taxation, Accounting Sciences, Financial Management Sciences, Financial Sciences, Informatics, Investment Management and Law) students.

Contact time 1 practical per week, 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Taxation

Period of presentation Year

Module content

Introduction to income tax in respect of companies and individuals

In this module an introduction to the administration of deceased and insolvent estates is provided. Specific emphasis is placed on the preparation of the executor's account for deceased estates as well as the trustee's account for insolvent estates. The calculation of estate duty is also dealt with in detail. Introduction to taxation, objection and appeal, gross income, source of income, gross income (special inclusions), exempt income, general deduction formula, assessed losses, special deductions for companies, special deductions for individuals, capital allowances.

Economics 214 (EKN 214)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 110 GS and EKN 120 or EKN 113 GS and EKN 123 and STK 110 GS and STK 120 GS

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Economics

Period of presentation Semester 1

Module content

Macroeconomics

From Wall and Bay Street to Diagonal Street: a thorough understanding of the mechanisms and theories explaining the workings of the economy is essential. Macroeconomic insight is provided on the real market, the money market, two market equilibrium, monetarism, growth theory, cyclical analysis, inflation, Keynesian general equilibrium analysis and fiscal and monetary policy issues.

Economics 224 (EKN 224)

Module credits 16.00

Service modules Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences



Prerequisites	EKN 110 GS and EKN 120 or EKN 113 GS and EKN 123; and STK 110 GS and 120 GS
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Economics
Period of presentation	Semester 1

Module content

Microeconomics

Microeconomic insight is provided into: consumer and producer theory, general microeconomic equilibrium, Pareto-optimality and optimality of the price mechanism, welfare economics, market forms and the production structure of South Africa. Statistic and econometric analysis of microeconomic issues.

Financial accounting 211 (FRK 211)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	FRK 111 and FRK 121 or FRK 100/101
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 1

Module content

Preparation and presentation of company annual financial statements in compliance with the requirements of the Companies Act, the Framework and Statements of Generally Accepted Accounting Practice relating to the following: presentation of financial statements; revenue; investments; provisions, contingent liabilities and contingent assets; events after the balance sheet date; inventories; income taxes; leases; property, plant and equipment; impairment of assets; intangible assets; investment property, changes in accounting estimates and errors; introduction to financial instruments.

Financial accounting 221 (FRK 221)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	FRK 211 GS
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 2

Module content

Preparation and presentation of company annual financial statements in compliance with the requirements of Statements of Generally Accepted Accounting Practice relating to the following: employee benefits; the effects of changes in foreign exchange rates; accounting policies; earnings per share; cash flow statements; interests in joint ventures. Branch accounting. Introduction to consolidations, including basic consolidation techniques for both wholly-owned and partly-owned subsidiaries. Introduction to public sector accounting.

Informatics 214 (INF 214)

Module credits 14.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites AIM 101 or AIM 111 and AIM 121

Contact time 2 lectures per week, 2 practicals per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Informatics

Period of presentation Semester 1

Module content

Database design: the relational model, structured query language (SQL), entity relationship modelling, normalisation, database development life cycle; practical introduction to database design. Databases: advanced entity relationship modelling and normalisation, object-oriented databases, database development life cycle, advanced practical database design.

Informatics 225 (INF 225)

Module credits 14.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites INF 164 and INF 171; AIM 101 or AIM 102 or AIM 111 and AIM 121

Contact time 1 lecture per week, 3 practicals per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Informatics

Period of presentation Semester 2

Module content

An overview of systems infrastructure and integration.

Informatics 261 (INF 261)

Module credits 7.00

Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	INF 214
Contact time	1 practical per week, 1 lecture per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Informatics
Period of presentation	Semester 2

Module content

Database management: transaction management, concurrent processes, recovery, database administration: new developments: distributed databases, client-server databases: practical implementation of databases.

Business management 210 (OBS 210)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	OBS 114 or 124 with admission to the examination in the other
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

Logistics management

The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

Business management 220 (OBS 220)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English

Academic organisation Business Management

Period of presentation Semester 2

Module content

Project management: Introduction

Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.

Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

Statistics 210 (STK 210)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites STK 110, STK 120

Contact time 3 lectures per week, 1 practical per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 1

Module content

Counting techniques. Probability theory: Sample spaces, events, rules of probability, conditional probabilities, independent events and Bayes' theorem. Probability distributions and probability densities: cumulative distribution functions, marginal distributions, joint distributions, conditional distributions and independence. Expected values: Moments, Chebyshev's theorem, moment-generating functions, product moments, moments of linear combinations of random variables and conditional expectations. Transformation techniques of random variables. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 220 (STK 220)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites STK 210 GS

Contact time 3 lectures per week, 1 practical per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 2

Module content

Special probability distributions: the discrete uniform distribution, Bernoulli distribution, binomial distribution, negative binomial and geometric distribution, the hypergeometric distribution, Poisson distribution and multinomial distribution. Special probability densities: Uniform distribution, gamma, exponential and chi-square distributions, the beta distribution, the normal distribution and the bivariate normal distribution. Functions of random variables. Sampling distributions, point estimation, interval estimation and hypothesis testing. Regression Analysis. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Mathematical statistics 211 (WST 211)

Module credits 24.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites WST 111, WST 121, WTW 114 GS and WTW 124 GS

Contact time 2 practicals per week, 4 lectures per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 1

Module content

Set theory. Probability measure functions. Random variables. Distribution functions. Probability mass functions. Density functions. Expected values. Moments. Moment generating functions. Special probability distributions: Bernoulli, binomial, hypergeometric, geometric, negative binomial, Poisson, Poisson process, discrete uniform, uniform, gamma, exponential, Weibull, Pareto, normal. Joint distributions: Multinomial, extended hypergeometric, joint continuous distributions. Marginal distributions. Independent random variables. Conditional distributions. Covariance, correlation. Conditional expected values. Transformation of random variables: Convolution formula. Order statistics. Stochastic convergence: Convergence in distribution. Central limit theorem. Practical applications. Practical statistical modelling and analysis using statistical computer packages and the interpretation of the output.

Mathematical statistics 221 (WST 221)

Module credits 24.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Natural and Agricultural Sciences

Prerequisites WST 211 GS

Contact time 4 lectures per week, 2 practicals per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 2

Module content

Stochastic convergence: Asymptotic normal distributions, convergence in probability. Statistics and sampling distributions: Chi-squared distribution. Distribution of the sample mean and sample variance for random samples from a normal population. T-distribution. F-distribution. Beta distribution. Point estimation: Method of moments. Maximum likelihood estimation. Unbiased estimators. Uniform minimum variance unbiased estimators. Cramer-Rao inequality. Efficiency. Consistency. Asymptotic relative efficiency. Bayes estimators. Sufficient statistics. Completeness. The exponential class. Confidence intervals. Test of statistical hypotheses. Reliability and survival distributions. Practical applications. Practical statistical modelling and analysis using statistical computer packages and the interpretation of the output.

Linear algebra 211 (WTW 211)

Module credits 12.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences

Prerequisites WTW 124

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

This is an introduction to linear algebra on \mathbb{R}^n . Matrices and linear equations, linear combinations and spans, linear independence, subspaces, basis and dimension, eigenvalues, eigenvectors, similarity and diagonalisation of matrices, linear transformations.

Calculus 218 (WTW 218)

Module credits 12.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences

Prerequisites WTW 114 and WTW 124

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

Calculus of multivariable functions, directional derivatives. Extrema and Lagrange multipliers. Multiple integrals, polar, cylindrical and spherical coordinates.

Analysis 220 (WTW 220)

Module credits 12.00

Service modules Faculty of Education
Faculty of Economic and Management Sciences

Prerequisites WTW 114 and WTW 124

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 2

Module content

Properties of real numbers. Analysis of sequences and series of real numbers. Power series and theorems of convergence. The Bolzano-Weierstrass theorem. The intermediate value theorem and analysis of real-valued functions on an interval. The Riemann integral: Existence and properties of the interval.

Linear algebra 221 (WTW 221)

Module credits 12.00

Service modules Faculty of Education
Faculty of Economic and Management Sciences

Prerequisites WTW 211

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 2

Module content

Abstract vector spaces, change of basis, matrix representation of linear transformations, orthogonality, diagonalisability of symmetric matrices, some applications.

Differential equations 286 (WTW 286)

Module credits 12.00

Service modules Faculty of Economic and Management Sciences

Prerequisites WTW 114, WTW 124 and WTW 162

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Module is presented in English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

*Students will not be credited for more than one of the modules for their degree: WTW 264, WTW 286

Theory and solution methods for ordinary differential equations and initial value problems: separable and linear first-order equations, linear equations of higher order, systems of linear equations. Application to mathematical models. Numerical methods applied to nonlinear systems. Qualitative analysis of linear systems.

Public administration 212 (PAD 212)

Module credits	16.00
Service modules	Faculty of Humanities
Prerequisites	PAD 112 or PAD 122 with a GS in the other
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	School of Public Man + Admin
Period of presentation	Semester 1

Module content

This module in public administration constitutes an in-depth analysis of the generic administrative functions, including, policy making, organising, financing, staffing and control. Students will thus be equipped with knowledge and skills related to government strategic planning, policy-making and decision-making, budgeting, public procurement, human resource management functions and employment legislation impacting on human resources within public organisations.

Public administration 222 (PAD 222)

Module credits	16.00
Service modules	Faculty of Humanities
Prerequisites	PAD 212 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	School of Public Man + Admin
Period of presentation	Semester 2

Module content

This module in public administration introduces the student to the process of planning, executing and evaluating research in the public sector. Students will be enabled to identify, plan, execute and present a research project. This is a service learning module and as such students will be expected to complete approximately 15 hours service learning and submit a portfolio as part of their formal assessment.

Financial management 212 (FBS 212)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology



Prerequisites FRK 111 and 121/122 or FRK 100 or FRK 101

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Financial Management

Period of presentation Semester 1

Module content

Role and environment of managerial finance; Financial statement analysis; Cash flow and financial planning; Time value of money; Risk and return. Capital investment decisions; Working capital management.

Financial management 222 (FBS 222)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites FRK 111 and 122/121 or FRK 100 or FRK 101

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Financial Management

Period of presentation Semester 2

Module content

Introduction to management accounting; Cost terms, concepts and classifications; Job-order costing; Process costing; Cost behaviour; Variable versus absorption costing; Cost-volume profit relationships; Budgeting.

Consumer behaviour 212 (BEM 212)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 120 GS

Contact time 3 lectures per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Marketing Management

Period of presentation Semester 1

Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

Integrated brand communications 224 (BEM 224)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 120 GS

Contact time 3 lectures per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Marketing Management

Period of presentation Semester 2

Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

Differential equations 264 (WTW 264)

Module credits 12.00

Service modules Faculty of Education
Faculty of Economic and Management Sciences

Prerequisites WTW 114 and WTW 124

Contact time 1 tutorial per week, 2 lectures per week

Language of tuition Module is presented in English

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 2

Module content

*Students will not be credited for both WTW 162 and WTW 264 or both WTW 264 and WTW 286 for their degree.

Theory and solution methods for ordinary differential equations and initial value problems: separable and linear first order equations, linear equations of higher order, systems of linear equations. Laplace transform.

Economics 234 (EKN 234)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 214, STK 120

Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Economics
Period of presentation	Semester 2

Module content

Macroeconomics

Application of the principles learned in EKN 214 on the world we live in. We look at international markets and dynamic macroeconomic models, and familiarise the students with the current macroeconomic policy debates. We also take a look at the latest macroeconomic research in the world. The course includes topics of the mathematical and econometric analysis of macroeconomic issues.

Economics 244 (EKN 244)

Module credits	16.00
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	EKN 224, STK 120
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Economics
Period of presentation	Semester 2

Module content

Microeconomics

From general equilibrium and economic welfare to uncertainty and asymmetric information. In this module we apply the principles learned in EKN 224 on the world around us by looking at the microeconomic principles of labour and capital markets, as well as reasons why the free market system could fail. We touch on the government's role in market failures. The course includes topics of the mathematical and econometric analysis of microeconomic issues.

Industrial and organisational psychology 221 (BDO 221)

Module credits	10.00
Prerequisites	BDO 111 GS. May not be included in the same curriculum as SLK 110/120
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Human Resource Management
Period of presentation	Semester 1

Module content

*Only for BCom / BAdmin students

Development and personality

This module consists of a discussion of the life span and important periods in human development with emphasis on their meaning in the work context. With regard to personality, the following themes will be addressed: the cultural context of personality, its formation and determinants of personality; personality as determinant of behaviour as well as the development and maintenance of self-image. Attention will be given to the basic methods of personality measuring and personality assessment.

Man in interaction

This theme deals with some central aspects in human interaction. These aspects should be known and understood by prospective human resource management practitioners and industrial psychologists, as they are acknowledged as human behaviour specialists in the work context who can assist employers/organisations to enhance the performance, productivity and wellness of human resources in the workplace. Effective human interaction plays a pivotal role in this environment. Thus this module covers aspects like the self-concept, social roles, social perception, time structuring and management, motivation and frustration and psychological adaptation processes and how it relates to human interaction in general and with reference to the workplace. Both theory and practical implications are covered.

Industrial and organisational psychology 222 (BDO 222)

Module credits 16.00

Prerequisites BDO 111 GS, BDO 221 GS

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Human Resource Management

Period of presentation Semester 2

Module content

*Only for BCom / BAdmin students

Group behaviour and leadership

This module will focus on organisational behaviour with specific reference to the principles of group behaviour and the role of work teams in the organisation. Particular attention will be paid to group development, group interaction, group structures, group processes and the promotion of team performance in the organisation. Leadership and the effect of power and politics in the organisation will be studied. The function of leadership in individual, group and task-oriented behaviour will also be addressed.

Organisational behaviour

The behavioural basis for organisational structuring and organisation design will be addressed. This will include organisational culture as an important facet in any organisation. The dynamics and approaches to organisational change will be addressed with specific reference to the role of change agents, resistance to change and organisational development with a practical discussion of the contemporary problems of organisational change.

Industrial and organisational psychology 223 (BDO 223)

Module credits 16.00

Prerequisites	BDO 111 GS, BDO 221 GS
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Human Resource Management
Period of presentation	Semester 2

Module content

*Only for BCom / BAdmin students

Employee health and ergonomics

This section focuses on actual and important aspects of safety and health management in organisations, as well as the nature and role of ergonomics therein. These aspects are theoretically and practically covered, providing the student with the knowledge and skills required in the organisational psychology and human resource management field.

Workforce diversity

This section will focus on the development of sensitivity towards a diverse employee corps and the development of mutual respect and tolerance between individuals and groups in any organisation. Particular attention will be given to the prerequisites for the effective implementation of a diversity management programme in an organisation.

Informatics 282 (INF 282)

Module credits	3.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	FRK 111, FRK 121 or FRK 100 or FRK 101
Contact time	2 practicals per week
Language of tuition	Module is presented in English
Academic organisation	Informatics
Period of presentation	Semester 1 and Semester 2

Module content

Computer processing of accounting information.

Curriculum: Final year

Minimum credits: 120

No student is allowed to register for FBS 210, FBS 220, FBS 310 and FBS 320 under the BCom (Own Choice) degree.

Elective modules

Labour law 311 (ABR 311)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Humanities
Prerequisites	No prerequisites.
Contact time	1 tutorial every 2nd week, 2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 1

Module content

Basic principles of the employment contract. Collective labour law. Statutory conditions of employment. Individual labour disputes. Collective labour disputes. Settlement procedures.

Labour relations 320 (ABV 320)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Human Resource Management
Period of presentation	Semester 2

Module content

The theoretical basis of Labour Relations

In this section the basic concepts, historical context and theoretical approaches to the field of labour relations will be discussed. The institutional framework in which labour relations operates, will be addressed with particular emphasis on the structural mechanisms and institutional processes. The service relationship that forms the basis of labour relations practices, will also be analysed.

Labour Relations practice

In this section students are taught the conceptual and practical skills related to practice aspects such as handling of grievances, disciplining, retrenchments, collective bargaining, industrial action and dispute resolution.

Industrial and organisational psychology 319 (BDO 319)

Module credits	20.00
Service modules	Faculty of Health Sciences
Prerequisites	BDO 110, 120; BDO 219 GS, BDO 229 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Human Resource Management
Period of presentation	Semester 1

Module content

Human resource management systems

This section provides an introduction to human resource management systems and addresses current developments and problems in the field, which will be comprehensively addressed and include the following: job analysis, description, specification, and design, remuneration theory and systems, job evaluation and grading as well as benefit and fringe-benefit systems. Remuneration systems as motivation for employees will also be included.

Human resources provision

Human resources provision will be presented from an industrial psychological perspective and will include the following themes: human resources planning; macro and micro variables which could affect personnel forecasting and provision; human resource information systems; the auditing of skills as well as techniques such as recruitment, selection, placement and induction.

Industrial and organisational psychology 329 (BDO 329)

Module credits	20.00
Service modules	Faculty of Health Sciences
Prerequisites	BDO 319 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Human Resource Management
Period of presentation	Semester 2

Module content

Motivation and performance management

This section will address the main characteristics of a performance management system and will focus on the strategic and motivational value of the process. Performance management will be addressed under the following headings: criteria development; performance planning; data gathering; observation and documenting; performance appraisal; appraisal instruments; performance feedback to promote motivation.

People and career development

This section will address current methods that can be used to develop human resources and to present career development programmes in order to promote performance at both an individual and organisational level. Emphasis will be on needs analysis, curriculum design, goal setting for learning, programme development, preparation of materials, training interventions, presentation and facilitation skills as well as course evaluation. The integration of individual career expectations with the organisation's requirements and strategies will be illustrated based on career development.

Taxation 300 (BEL 300)

Module credits 40.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites BEL 200 and FRK 221 GS or FRK 201 GS

Contact time 4 lectures per week, 1 discussion class per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Taxation

Period of presentation Year

Module content

The purpose of the module is to enable the learner to calculate the value-added tax liability and to journalise transactions; calculate the normal tax liability (including the determination of taxable capital gains and assessed capital losses) of individuals, companies, estates and trusts, discuss tax principles; and calculate provisional and employees' tax and to object against an assessment.

Marketing management 321 (BEM 321)

Module credits 20.00

Service modules Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 212

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Marketing Management

Period of presentation Semester 2

Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

Economics 310 (EKN 310)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 214, EKN 234 or EKN 224, EKN 244

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Economics

Period of presentation Semester 1

Module content

Public finance

Role of government in the economy. Welfare economics and theory of optimality. Ways of correcting market failures. Government expenditure theories, models and programmes. Government revenue. Models on taxation, effects of taxation on the economy. Assessment of taxation from an optimality and efficiency point of view. South African perspective on public finance.

Economics 314 (EKN 314)

Module credits 20.00

Service modules Faculty of Natural and Agricultural Sciences

Prerequisites EKN 234, EKN 244

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Economics

Period of presentation Semester 1

Module content

International trade/finance

International economic insight is provided into international economic relations and history, theory of international trade, international capital movements, international trade politics, economic and customs unions and other forms or regional cooperation and integration, international monetary relations, foreign exchange markets, exchange rate issues and the balance of payments, as well as open economy macroeconomic issues.

Economics 320 (EKN 320)

Module credits 20.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 310 GS

Contact time 1 discussion class per week, 2 lectures per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Economics

Period of presentation Semester 2

Module content

Economic analyses

Identification, collection and interpretation process of relevant economic data; the national accounts (i.e. income and production accounts, the national financial account, the balance of payments and input-output tables); economic growth; inflation; employment, unemployment, wages, productivity and income distribution; business cycles; financial indicators; fiscal indicators; social indicators; international comparisons; relationships between economic time series - regression analysis; long-term future studies and scenario analysis; overall assessment of the South African economy from 1994 onwards.

Economics 325 (EKN 325)

Module credits 20.00

Service modules Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 214, EKN 234

Contact time 1 discussion class per week, 2 lectures per week

Language of tuition Module is presented in English

Academic organisation Economics

Period of presentation Semester 2

Module content

Economic policy and development: Capita select

The course provides an introduction to growth economics and also to some topics on development economics. Firstly, historical evidence is covered and then the canonical Solow growth model and some of its empirical applications (human capital and convergence). Secondly, the new growth theory (the AK and the Romer models of endogenous growth) are covered. Some of the development topics to be covered include technology transfer, social infrastructure and natural resources.

Financial accounting 311 (FRK 311)

Module credits 20.00

Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	FRK 211, 221 and INF 281
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 1

Module content

Preparation and presentation of company annual financial statements in compliance with the requirements of Statements of Generally Accepted Accounting Practice relating to the following: income taxes; property, plant and equipment; impairment; non-current assets held for sale; intangible assets; investment property; borrowing costs; leases; accounting policies; changes in accounting estimates and errors; segment reporting; certain aspects of financial instruments.

Financial accounting 321 (FRK 321)

Module credits 20.00

Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	FRK 311 GS and INF 281
Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 2

Module content

Preparation and presentation of company annual financial statements in compliance with the requirements of Statements of Generally Accepted Accounting Practice relating to the following: the effects of changes in foreign exchange rates; earnings per share; related party disclosure; associates. Complex consolidation issues, including intra-group transactions; dividends; preference shares; revaluations; horizontal, vertical and mixed groups; insolvent subsidiaries; change of interest; consolidated cashflow statement.

Business management 310 (OBS 310)

Module credits 20.00

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
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

Human resource management and development

The environment in which human resource management takes place; job analysis; strategic human resource planning; equal employment opportunities; planning and management of training; development and careers; functioning in a global environment.

Negotiation and collective bargaining

The nature of negotiation; preparation for negotiation; negotiating for purposes of climate creation; persuasive communication; handling conflict and aggression; specialised negotiation and collective bargaining in the South African context.

Business management 320 (OBS 320)

Module credits 20.00

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

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation 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.

Statistics 310 (STK 310)

Module credits 25.00

Service modules Faculty of Humanities

Prerequisites STK 210, STK 220

Contact time 1 practical per week, 3 lectures per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 1

Module content

Regression analysis: simple and multiple regression; nonlinear regression; correlation and the use of dummy variables. Multivariate distributions: normal, multinomial and poisson distribution. Linear combinations of normal variables. Analysis of variance and covariance. Categorical data analysis. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 320 (STK 320)

Module credits	25.00
Service modules	Faculty of Humanities
Prerequisites	STK 310 GS
Contact time	3 lectures per week, 1 practical per week
Language of tuition	Module is presented in English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

Regression analysis extensions: heteroscedasticity, serial correlation and lag structures. Time-series analysis. Applications of matrices, differentiation and integration in the economic and management sciences. Evaluation of simple economic models. Theory and applications of time-series models: univariate time series. Stationary and non-stationary time series. ARMA and ARIMA models. Regression models. Model identification and estimation. Spectrum and periodogram. Forecasting with time-series models. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. Student seminars.

Multivariate analysis 311 (WST 311)

Module credits	18.00
Service modules	Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	WST 211, WST 221, WTW 211 GS and WTW 218 GS
Contact time	1 practical per week, 2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Statistics
Period of presentation	Semester 1

Module content

Multivariate statistical distributions: Moments of a distribution, moment generating functions, independence. Multivariate normal distribution: Conditional distributions, partial and multiple correlations. Multinomial and multivariate Poisson distributions: Asymptotic normality and estimation of parameters. Distribution of quadratic forms in normal variables. Multivariate normal samples: Estimation of the mean vector and covariance matrix, estimation of correlation coefficients, distribution of the sample mean, sample covariance matrix and sample correlation coefficients. The linear model: Models of full rank, least squares estimators, test of hypotheses. The generalised linear model: Exponential family mean and variance, link functions, deviance and residual analysis, test statistics, log-linear and logit models. Practical applications: Practical statistical modelling and analysis using statistical computer packages and interpretation of the output.

Stochastic processes 312 (WST 312)

Module credits 18.00

Service modules Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites WST 211, WST 221, WTW 211 GS and WTW 218 GS

Contact time 1 practical per week, 2 lectures per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 1

Module content

Definition of a stochastic process. Stationarity. Covariance stationary. Markov property. Random walk. Brownian motion. Markov chains. Chapman-Kolmogorov equations. Recurrent and transient states. First passage time. Occupation times. Markov jump processes. Poisson process. Birth and death processes. Structures of processes. Structure of the time-homogeneous Markov jump process. Applications in insurance. Practical statistical modelling, analysis and simulation using statistical computer packages and the interpretation of the output.

Time-series analysis 321 (WST 321)

Module credits 18.00

Service modules Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites WST 211, WST 221, WST 311 GS, WTW 211 GS and WTW 218 GS

Contact time 1 practical per week, 2 lectures per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Statistics

Period of presentation Semester 2



Module content

Stationary and non-stationary univariate time-series. Properties of autoregressive moving average (ARMA) and autoregressive integrated moving average (ARIMA) processes. Identification, estimation and diagnostic testing of a time-series model. Forecasting. Multivariate time-series. Practical statistical modelling and analysis using statistical computer packages.

Actuarial statistics 322 (WST 322)

Module credits 18.00

Service modules Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites WST 211, WST 221, WTW 211 GS and WTW 218 GS

Contact time 1 practical per week, 2 lectures per week

Language of tuition Module is presented in English

Academic organisation Statistics

Period of presentation Semester 2

Module content

Decision theory. Loss distributions. Reinsurance. Risk models. Ruin theory. Credibility theory. Methods to forecast future claim numbers and amounts. Practical statistical modelling and analysis using statistical computer packages.

Analysis 310 (WTW 310)

Module credits 18.00

Service modules Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities

Prerequisites WTW 220

Contact time 2 lectures per week, 1 tutorial per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 1

Module content

Topology of finite dimensional spaces: Open and closed sets, compactness, connectedness and completeness. Theorems of Bolzano-Weierstrass and Heine-Borel. Properties of continuous functions and applications. Integration theory for functions of one real variable. Sequences of functions.

Financial engineering 354 (WTW 354)

Module credits 18.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences



Prerequisites	WST 211, WTW 211 and WTW 218
Contact time	1 tutorial per week, 2 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Mathematics and Applied Maths
Period of presentation	Semester 1

Module content

Mean variance portfolio theory. Market equilibrium models such as the capital asset pricing model. Factor models and arbitrage pricing theory. Measures of investment risk. Efficient market hypothesis. Stochastic models of security prices

Algebra 381 (WTW 381)

Module credits	18.00
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Service modules	Faculty of Education Faculty of Economic and Management Sciences Faculty of Humanities
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Prerequisites	WTW 114 and WTW 211
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Contact time	1 tutorial per week, 2 lectures per week
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Language of tuition	Afrikaans and English is used in one class
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Academic organisation	Mathematics and Applied Maths
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Period of presentation	Semester 1
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Module content

Group theory: Definition, examples, elementary properties, subgroups, permutation groups, isomorphism, order, cyclic groups, homomorphisms, factor groups. Ring theory: Definition, examples, elementary properties, ideals, homomorphisms, factor rings, polynomial rings, factorisation of polynomials. Field extensions, applications to straight-edge and compass constructions.

Dynamical systems 382 (WTW 382)

Module credits	18.00
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Service modules	Faculty of Education Faculty of Economic and Management Sciences
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Prerequisites	WTW 218 and WTW 286 or WTW 264
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Contact time	1 tutorial per week, 2 lectures per week
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Language of tuition	Afrikaans and English is used in one class
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Academic organisation	Mathematics and Applied Maths
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Period of presentation	Semester 1
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Module content

Matrix exponential function: homogeneous and non-homogeneous linear systems of differential equations. Qualitative analysis of systems: phase portraits, stability, linearisation, energy method and Liapunov's method. Introduction to chaotic systems. Application to real life problems.

Numerical analysis 383 (WTW 383)

Module credits 18.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Humanities

Prerequisites WTW 114, WTW 124 and WTW 211

Contact time 2 lectures per week, 1 practical per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Mathematics and Applied Maths

Period of presentation Semester 2

Module content

Direct methods for the numerical solution of systems of linear equations, pivoting strategies. Iterative methods for solving systems of linear equations and eigenvalue problems. Iterative methods for solving systems of nonlinear equations. Introduction to optimization. Algorithms for the considered numerical methods are derived and implemented in computer programmes. Complexity of computation is investigated. Error estimates and convergence results are proved.

Public administration 312 (PAD 312)

Module credits 20.00

Service modules Faculty of Humanities

Prerequisites PAD 112, PAD 122, PAD 212 or PAD 222 with a GS in the other

Contact time 3 lectures per week

Language of tuition Module is presented in English

Academic organisation School of Public Man + Admin

Period of presentation Semester 1

Module content

This module in public administration is designed specifically to assist students to have a better understanding regarding the depth, origin and development of ethics in public service and administration. The emphasis here is on building responsive public servants whose duties and responsibilities do not only encourage the effective and efficient functioning of public organisations in an aim to facilitate better service delivery to all, but also apply ethical personal and organisational codes and standards in their daily operational activities. The purpose of this module is to enable the student to apply, synthesise and abstract theory into practice for a better public service of the future.

Public administration 322 (PAD 322)

Module credits	20.00
Service modules	Faculty of Humanities
Prerequisites	PAD 312 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	School of Public Man + Admin
Period of presentation	Semester 2

Module content

This module on public administration is designed to broaden the view of students on the understanding of the origin and development of administrative systems. The emphasis is on the practical application of knowledge to problems of developing societies. Increasing global interdependence require scholarly interest in comparative public administration. A motivating force for comparative Public administration is the search for discovering regularities in administrative processes and behaviours throughout the human experience, irrespective of place and time.

Marketing research 314 (BEM 314)

Module credits	20.00
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120; BEM 212 GS and STK 110
Contact time	3 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.