



Universiteit van Pretoria Jaarboek 2017

BComHons Ondernemingsbestuur (07240073)

Duur van studie 1 jaar

Totale krediete 120

Kontak Miss SB Suliman shaaista.suliman@up.ac.za

Programinligting

Hierdie inligting is slegs in Engels beskikbaar.

Addisionele vereistes

The Department can only admit 30 students to the honours programme per year, and as a result, current University of Pretoria students who comply with the entry requirements will get preference to fill the first 20 openings based on their OBS 320 mark. The remaining 10 places will be filled by the 10 candidates who scored the highest marks in the entrance examination. The entrance examination will be written by applicants from other universities as well as current University of Pretoria students that were not successful in the first round of selection and who would like a second opportunity to be considered for selection.

1. Registration for a second field of study

With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

2. Acknowledgement of modules

- a. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree – provided that at least half of the required modules for the degree in question are attended and passed at this university.
- b. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

Ander programspesifieke inligting

SBE 780 is taken by students in relevant programmes



Eksamens en slaagvereistes

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2. Acknowledgement of modules

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Kurrikulum: Finale jaar

Minimum krediete: 120

Kernmodules

Geïntegreerde logistiekbestuur 780 (GLB 780)

Modulekrediete	16.00
Voorvereistes	Slegs vir BComHons: Ondernemingsbestuurstudente
Kontaktyd	1 lesing per week
Onderrigtaal	Aparte klasse vir Engels en Afrikaans
Akademiese organisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

The purpose of this module is to have students gain insight and perspective into the integrated total materials flow through the enterprise to the target market.

Study themes:

- Logistics management in perspective;
- The materials supply activities required for operations;
- Supporting the activities of materials supply;
- Physical transformation of materials during the production process with emphasis on operations planning and control;
- Support of logistics management including physical distribution;
- Assessment of logistics performance and
- Logistics management – an integrated context

Navorsingsverslag 790 (OBS 790)

Modulekrediete	40.00
Voorvereistes	NME 704
Onderrigtaal	Afrikaans en Engels word in een klas gebruik
Akademiese organisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 2

Module-inhoud

Die module vereis van die leerder om te demonstreer dat hy/sy onafhanklike navorsing kan doen deur navorsing te doen op `n relevante onderwerp en `n akademiese artikel te skryf vir publikasie in `n geakkrediteerde akademiese joernaal.

Strategiese bestuur 780 (SBE 780)

Modulekrediete	20.00
Voorvereistes	OBS 320



Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Akademieorganisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

This module, Strategic management, analyses the combination of competitive moves and business approaches that organisations can employ to please customers, achieve organisational objectives and compete successfully in a dynamic business environment.

Study themes:

- The strategic management process: an overview;
- Establishing company direction: developing a strategic vision, setting objectives and crafting a strategy;
- Industry and competitive analysis;
- Evaluating company resources and competitive capabilities;
- Strategy and competitive advantage;
- Tailoring strategy to fit specific industry and company situations;
- Strategy and competitive advantage;
- Evaluating the strategies of diversified companies;
- Building resource strengths and organisational capabilities;
- Managing the internal organisation to promote better strategy execution and
- Corporate culture and leadership - keys to effective strategy execution.

Korporatiewe Ondernemingskap 780 (KBE 780)

Modulekrediete	16.00
Voorvereistes	Slegs vir BComHons (Ondernemingsbestuur)-studente, OBS 320 of gelykstaande
Kontaktyd	1 lesing per week
Onderrigtaal	Aparte klasse vir Engels en Afrikaans
Akademieorganisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1 of Semester 2

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

Navorsingsmetodologie 704 (NME 704)

Modulekrediete	16.00
Voorvereistes	STK 110



Kontaktyd	1 lesing per week
Onderrigtaal	Aparte klasse vir Engels en Afrikaans
Akademiese organisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis and
- Reporting of research results.

Internasionale sakebestuur 780 (INR 780)

Modulekrediete	16.00
Voorvereistes	Slegs vir BComHons: Ondernemingsbestuurstudente
Kontaktyd	1 lesing per week
Onderrigtaal	Module word in Engels aangebied
Akademiese organisasie	Ondernemingsbestuur
Aanbiedingstydperk	Semester 1

Module-inhoud

*Hierdie inligting is slegs in Engels beskikbaar.

The purpose of this module is to enhance the international perspective of South African business people and other interested parties in order to increase the competitiveness of local businesses. This can be done by the student gaining appropriate knowledge on international trade in general and international or multinational businesses in particular.

Study themes:

- Globalisation;
- National differences in political economy;
- International trade theory;
- Foreign direct investment;
- The strategy of international business;
- The organising of international business;
- Entry strategy and strategic alliances and
- Global marketing and RandD.



Die inligting wat hier verskyn, is onderhewig aan verandering en kan na die publikasie van hierdie inligting gewysig word.. Die [Algemene Regulasies \(G Regulasies\)](#) is op alle fakulteite van die Universiteit van Pretoria van toepassing. Dit word vereis dat elke student volkome vertrouwd met hierdie regulasies sowel as met die inligting vervat in die [Algemene Reëls](#) sal wees. Onkunde betreffende hierdie regulasies en reëls sal nie as 'n verskoning by oortreding daarvan aangebied kan word nie.