

University of Pretoria Yearbook 2018

Business management 114 (OBS 114)

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

BSc Geoinformatics

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

Module content

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

Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

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