

University of Pretoria Yearbook 2018

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BCom
	BCom Agribusiness Management
	BCom Business Management
	BCom Economics
	BCom Entrepreneurship
	BCom Financial Sciences
	BCom Human Resource Management
	BCom Informatics Information Systems
	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 Admission to the examination in OBS 114

Contact time 3 lectures per week

Language of tuition Separate classes for Afrikaans and English

Department 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.

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