



University of Pretoria Yearbook 2020

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 Financial Sciences BCom Human Resource Management BCom Informatics Information Systems BCom Law BCom Marketing Management BCom Statistics BCom Statistics and Data Science BCom Supply Chain Management BEd Senior Phase and Further Education and Training Teaching BIS Information Science BIT Information Systems 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 Module is presented in English

Department Business Management

Period of presentation Semester 2

Module content

Value chain management: functional strategies for competitive advantage; human resource management; managing diverse employees in a multicultural environment; motivation and performance; using advanced information technology to increase performance; production and operations management; financial management; corporate entrepreneurship.

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