

University of Pretoria Yearbook 2021

Business management 143 (OBS 143)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	8.00
NQF Level	05
Programmes	BCom extended programme
Prerequisites	OBS 133; Only available to BCom (Four-year programme) students
Contact time	1 discussion class per week, 3 lectures per week, Foundation Course
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Introduction to and overview of general management, especially regarding the five management tasks, strategic management, contemporary developments and management issues, financial management, marketing, public relations. (Note: For marketing students, marketing is replaced by financial management, and public relations by small business management.)

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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