



# University of Pretoria Yearbook 2021

## Business management 124 (OBS 124)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	10.00
<b>NQF Level</b>	05
<b>Programmes</b>	<a href="#">BCom</a> <a href="#">BCom Agribusiness Management</a> <a href="#">BCom Business Management</a> <a href="#">BCom Economics</a> <a href="#">BCom Financial Sciences</a> <a href="#">BCom Human Resource Management</a> <a href="#">BCom Informatics Information Systems</a> <a href="#">BCom Law</a> <a href="#">BCom Marketing Management</a> <a href="#">BCom Statistics and Data Science</a> <a href="#">BCom Supply Chain Management</a> <a href="#">BEd Senior Phase and Further Education and Training Teaching</a> <a href="#">BIS Information Science</a> <a href="#">BIT Information Systems</a> <a href="#">BSc Information and Knowledge Systems</a> <a href="#">BSocSci Heritage and Cultural Tourism</a> <a href="#">BSocSci Industrial Sociology and Labour Studies</a> <a href="#">BSW</a> <a href="#">BConSci Clothing Retail Management</a> <a href="#">BConSci Food Retail Management</a> <a href="#">BConSci Hospitality Management</a> <a href="#">BSc Geoinformatics</a>
<b>Service modules</b>	<a href="#">Faculty of Engineering, Built Environment and Information Technology</a> <a href="#">Faculty of Education</a>



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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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