



University of Pretoria Yearbook 2022

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
NQF Level	05
Programmes	BCom (Agribusiness Management) BCom (Informatics) Information Systems BCom (Law) BCom (Statistics and Data Science) BCom BCom (Business Management) BCom (Economics) BCom (Financial Sciences) BCom (Human Resource Management) BCom (Marketing Management) BCom (Supply Chain Management) BEd (Senior Phase and Further Education and Training Teaching) BIS (Information Science) BIT (Information Systems) BSc (Information and Knowledge Systems) BSW BSocSci (Heritage and Cultural Tourism) BSocSci (Industrial Sociology and Labour Studies) BSc (Geoinformatics) BConSci (Clothing Retail Management) BConSci (Food Retail Management) BConSci (Hospitality Management)
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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