



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo

BCom (Agribusiness Management)



Make today matter

What does the programme entail?

The BCom (Agribusiness Management) programme provides an overview of the global agricultural and food sector. It enlightens students on how business and science issues affect the functioning of the agricultural sector. The programme cultivates problem solvers who contribute to ensuring food security for the world's population.

Structure of the programme

Core modules (compulsory)

Note: All first-year students take the compulsory fundamental modules on academic information management and academic literacy for EMS, and all second-year students take the module Introduction to moral and political philosophy.

1st year	2nd year	Final year
<ul style="list-style-type: none"> Economics Statistics Business management Financial accounting Marketing management Informatics (accounting software) Communication management 	<ul style="list-style-type: none"> Economics Business management Agricultural economics Business law 	<ul style="list-style-type: none"> Economics Agricultural economics

Who are the ideal candidates?



- This programme is the ideal choice for students who:
- Have a strong business acumen
 - Love the outdoors
 - Enjoy science

What makes this programme unique?



- The programme caters for students with diverse interests and proficiencies, ranging from business to science.
- It is jointly presented with the UP Faculty of Natural and Agricultural Sciences.



'The different Agribusiness Management programmes offered at the University of Pretoria provide students with a good theoretical foundation to succeed in a wide range of careers and business roles in the agricultural sector. Exciting aspects to which I was introduced while studying include the fundamentals of business finance, marketing, accounting and human resource management. In order to further build on the knowledge gained during my undergraduate studies, I decided to enrol for postgraduate studies.

I have completed a BComHons in Agribusiness Management and am now registered for a master's degree. The combination of the skills I developed while studying and the practical exposure I gained during vacation work at different farms has made it possible for me to land my dream job as an agricultural specialist in the banking sector. I would encourage anyone looking to pursue a career in agriculture to consider enrolling for this degree.'

Dewald Cronje – BComHons (Agribusiness Management) and MCom (Agribusiness Management)



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Economic and Management Sciences

Fakulteit Ekonomiese en Bestuurswetenskappe
Lefapha la Disaense tša Ekonomi le Taolo

BCom (Agribusiness Management)

(continues)



Make today matter

Career opportunities



Banks, finance and investment companies

Evaluation of financing, insurance and investment opportunities in the agricultural sector and food ecosystem



Farming enterprises and input companies

Development of marketing and sales strategies for agricultural inputs, such as seeds and fertiliser, or products such as fruit or meat



Producer and commodity organisations

Promotion of the interests of producer and commodity groups and their economic sustainability through service to members



Food processors and manufacturers

Development of marketing strategies and conducting business analysis as part of the business management division of large food manufacturers



Logistics and marketing division in companies

Trade and shipment of commodities such as maize and cotton



The public sector

Development and implementation of government policies and legislation for the agricultural and food sector

Minimum admission requirements

Programmes	Minimum requirements for NSC/IEB for 2024		
	Achievement level		APS
	English Home Language or English First Additional Language	Mathematics	
BCom (Agribusiness Management) [3 years]	5	5	30

Careers: The degree offers diverse career choices. Opportunities exist in banking, finance and insurance; policy design and implementation; research and consultation; food processing and manufacturing; commodity trading on global and local stock markets; logistics and supply chain operations; and business management in agricultural companies, to name but a few.

Note: Accounting at school is not a subject requirement for any of the BCom and BAdmin programmes.

Contact information | Tel +27 (0)12 420 3251 | **Website** www.up.ac.za/agricultural-economics-extension-and-rural-development

Disclaimer: Refer to the faculty brochure at www.up.ac.za/programmes > Undergraduate