



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

Department of Business Management

Business Management Honours Programme

Programme code 07240072

Application and entry requirements

The Department of Business Management admits approximately 40 students into the honours programme per year. Current University of Pretoria students who comply with the minimum entry requirements will get preference to fill these 40 places. In particular, the 40 University of Pretoria students who comply with the minimum entry requirements and who achieved the highest final mark in their final year of studies will be selected. Selection will therefore be based on a final mark for Strategic Management formulation (OBS 310) and Strategic Management implementation (OBS 320). If the Department is unable to fill these 40 places with students from the University of Pretoria, applicants from other tertiary institutions will be considered to fill the remaining openings. In such an event, these external applicants will be required to write an entrance examination focused on strategic management.

If you are interested in applying for the honours programme, you can do so by completing the online application form available on the web at www.up.ac.za. If you experience difficulty in completing the form, you are welcome to contact Mr Johannes Ngobeni at +27 12 420 5394 or the Student Services Centre at +27 12 420 3111.



Applicants have to comply with the following minimum admission requirements:

- A BCom degree with Accounting, Economics, Statistics and Business Management on a first year level.
- A combined mark for Strategic Management Formulation (OBS 310¹) and Strategic Management Implementation (OBS 320) on third year level with a final mark of at least 60%.

A complete, certified academic record must accompany ALL applications. Applicants from other Universities must provide the University with sufficient proof to determine whether they have complied with the minimum admission requirements.

¹ As a transitional measure OBS 310 Human Resources Management can also be used to calculate the final mark.



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Since subject matter relating to strategic management forms the basis for the entry requirements for this programme, as well as a prerequisite for four of the honours subjects, the entrance examination will – if required² - cover this topic. In order to prepare for this examination, applicants may study the content of any textbook covering the basic theory relating to strategic management. The entrance examination will focus on application and will test your understanding of the most critical aspects of strategic management. The Department of Business Management, however, currently uses the following textbook at third year level:

Thompson, A., Peteraf, M., Gamble, J., Strickland III, A.J. and Jain, A.K., 2016. *Crafting & Executing Strategy 20/e: The Quest for Competitive Advantage: Concepts and Cases*. McGraw-Hill Education.

The 40 selected applicants need to register for the programme online before 16 January 2021.

Note that all class discussions, assignments, tests, examination papers and textbooks in the honours programme are in English. Consequently, applicants need to have a very good understanding of written and spoken English to cope with the work.

The Department will use e-mail to correspond with applicants. Please note that we will use the official UP e-mail address to correspond with current UP students. Applicants who have not heard from the Department by 5 December 2020 will have to contact the Department of Business Management to determine the outcome of their application.

Note: Please take note of the postgraduate registration procedures required by Faculty Administration of the Faculty of Economic and Management Sciences at the University of Pretoria.

² Should we not be able to fill the places with students from UP.



Important dates

31 August 2020	Closing date for international applicants
30 September 2020	Closing date for South African applications

This applies to both current and prospective students.

Structure of the programme

The honours programme consists of six compulsory subjects with a total credit value of 120 credits.

Code	Subject	Credits	Prerequisite	Semester
OBS 790	Research Report	40	Statistics 110	1 & 2
SBE 780	Strategic Management	15	OBS 310 & OBS 320	1
INR 780	International Business Management	15	OBS 310 & OBS 320	1
OBS 782	Strategic Operations Management	20	OBS 310 & OBS 320	1
OBS 780	Strategic Finance	15	FBS 212 & FBS 222	2
OBS 785	Analytical Decision-Making	15	OBS 310 & OBS 320	2

Note: The semester in which the subjects are offered may change, but will be communicated in advance.

Lectures

The dates, times and venues of lectures will be announced during the first meeting in January 2021. Regular attendance of lectures and proper preparation of assignments is essential. **Candidates who miss more than TWO lectures in a subject, will not be permitted to write the examination in that subject.**

Semester/year mark

A candidate's semester mark consists of marks for tests, assignments and other assessments. Candidates need an average semester mark of 40% in a subject in order to be admitted to the examination and a sub-minimum of 40% in the examination to pass a subject.

Examination

The examination for the first and second semester will take place during May - June and October - November respectively. The examinations may take the form of oral or written evaluations and students must ensure that they co-ordinate the arrangements with their subject lecturer. Most examinations are scheduled for 09h00 in the morning; however, due to venue constraints some examinations might be scheduled for 17h30 or later. External examiners of other universities are used in order to ensure that acceptable standards are maintained at the University of Pretoria.

Note that there are no re-exams at honours level. Special exams may, however, be granted if only one subject is outstanding.

Course content – description of subjects

OBS 790 Research Report

Module code: OBS 790

Module name: Research Report 790

Module content:

This module requires learners to demonstrate the ability to conduct independent research by conducting research on a relevant topic and writing an academic article for publication in an accredited academic journal. The purpose of this module is to introduce students to the nature and the role of research in a business enterprise so that they will be able to conduct and utilise research.

Study themes:

- The role of research in an enterprise;
- Conceptualisation and the scientific thinking process;
- The research process;
- Research planning and design;
- Data gathering and analysis; and
- Reporting of research results.

The purpose of this module is to guide students through the process of planning a small-scale academic research study in the field of Business Management, collecting and analysing empirical data, and presenting the findings of the study in the form of a research article. Students will be guided to develop a research proposal for the research study during the first semester. During the second semester, students will be guided to collect and analyse the required data and to write a research article. Students will only be allowed to continue with the execution of their research projects (i.e., with the collection and analysis of data and the writing of a research article) during the second semester, if they have obtained a progress mark of at least 50% and passed the final research proposal at the end of the first semester with a sub-minimum mark of 50%.

Credits: 40

Semester: Semester 1 and 2 (weekly contact sessions)



SBE 780 Strategic Management

Module code: SBE 780

Module name: Strategic Management

Module content:

This module, Strategic management, analyses the combination of competitive moves and business approaches that organisations can employ to please customers, achieve organisational objectives and compete successfully in a dynamic business environment.

Study themes:

- The strategic management process: an overview;
- Establishing company direction: developing a strategic vision, setting objectives and crafting a strategy;
- Industry and competitive analysis;
- Evaluating company resources and competitive capabilities;
- Strategy and competitive advantage;
- Tailoring strategy to fit specific industry and company situations;
- Strategy and competitive advantage;
- Evaluating the strategies of diversified companies;
- Building resource strengths and organisational capabilities;
- Managing the internal organisation to promote better strategy execution and
- Corporate culture and leadership - keys to effective strategy execution.

Credits: 15

Semester: Semester 1 (five contact sessions to be held in the evenings of 3 hours each)

INR 780 International Management

Module code: INR 780

Module name: International Management

Module content:

The purpose of this module is to enhance the international perspective of South African business people and other interested parties in order to increase the competitiveness of local businesses. This can be done by the student gaining appropriate knowledge on international trade in general and international or multinational businesses in particular.

Study themes:

- Globalisation;
- National differences in political economy;
- International trade theory;
- Foreign direct investment;
- The strategy of international business;
- The organising of international business;
- Entry strategy and strategic alliances and
- Global marketing and Rand.

Credits: 15

Semester: Semester 1 (five contact sessions to be held in the evenings of 3 hours each)

OBS 782 Strategic Operations Management

Module code: OBS 782

Module name: Strategic Operations Management 782

Module content:

The module focuses on the design, implementation and analysis of an operations management strategy; the role of operations management and the relationship between operations, products and services; contemporary trends and innovations in operations management; aims of an operations strategy and how operations strategy develops over time; designing a product operations strategy and the appropriate strategic fit to the environment; designing the services operations strategy and the appropriate strategic fit to the environment; implementing the operations strategy and how global and dynamic contexts affects the implementation; analysing the operations strategy and measurement of the operations strategy.

Credits: 20

Semester: Semester 1 (five contact sessions to be held in the evenings of 3 hours each)

OBS 780 Strategic Finance

Module code: OBS 780

Module name: Strategic Finance 780

Module content:

This module builds on the basic financial management and costing skills acquired at undergraduate level. It emphasises and expands on basic costing skills that managers may need to provide sound oversight of the costing function. The focus of the module is to provide the aggregated financial management knowledge to make informed capital budgeting decisions. There is furthermore an emphasis on emerging forms of reporting and alternative source of finance, with a specific emphasis on sustainable finance and integrated reporting.

Credits: 15

Semester: Semester 2 (five contact sessions of 3 hours each)

OBS 785 Analytical Decision-making

Module code: OBS 785

Module name: Analytical Decision-Making 785

Module content:

The module aims to inform future managers, consultants, and advisors on the psychological processes and biases underlying the decisions made by customers, competitors, colleagues, and themselves, with emphasis on how to incorporate such insights into business. This course will provide new insights into a personal approach to decision-making and enable the development of thinking and influencing skills required for effective strategic decisions, especially when faced with complex or ambiguous situations. Business analytics is covered within the context of decision-making. In addition, an applied decision-making aspect will focus on mastering quantitative modelling tools and techniques for business decision-making and deterministic optimisation techniques.

Credits: 15

Semester: Semester 2 (five contact sessions of 3 hours each)

Financial support

A number of part time positions (including assistant lecturers and tutors) are available in the Department of Business Management. If you are interested you can direct your enquiries to the departmental administrator Ms Dorah Mashiyane at telephone number 012 420 4349 or you may e-mail her at dorah.mashiyane@up.ac.za.

Assignments, reports, case studies and other academic documents

Whilst students at the under-graduate level are expected to show their understanding of subject matter during tests and examinations, postgraduate work emphasises a deeper conceptual knowledge and insight assessed mainly through assignments, reports and case studies. The main consideration is the student's ability to work independently by gathering, processing and effectively communicating subject related information.

Each student must take cognisance of the contents of: Referencing in Academic Documents, Official guidelines of the Department of Business Management. All assignments, reports and case studies, which students submit for evaluation, must comply with these guidelines or any other specific requirements, which a lecturer in a specific course may have.

Enquiries

For administrative queries kindly contact:

Postgraduate coordinator: Mr Anthony Makeketa

Department of Business Management
Economic and Management Sciences Building
Room 3-50.2

Telephone: +27 12 420 2546

Email: anthony.makeketa@up.ac.za

Programme Lead: Dr Rachel Maritz

Department of Business Management
Economic and Management Sciences Building

Telephone: +27 12 4204195

Email: reba.letsholo@up.ac.za

All honours queries should be directed at the following email address: honours_bm@up.ac.za