



University of Pretoria Yearbook 2016

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin Public Management BCom Agribusiness Management BCom Business Management BCom Communication Management BCom Economic and Management Sc BCom Economics BCom Entrepreneurship BCom Financial Sciences BCom Human Resource Management BCom Informatics: Information Systems BCom Law BCom Marketing Management BCom Option: Supply Chain Management BCom Recreation and Sports Management BCom Statistics BEd Senior Phase and Further Education and Training Teaching BIS Information Science BSc Information Technology Information and Knowledge Systems BSc(Computer Science) Computer Science BHCS Sc Heritage and Cultural Tourism BSocial Work Social Work BSocSci Industrial Sociology and Labour Studies BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management BConsumer Science Hospitality Management



BSc Geoinformatics

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	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Responsible leadership and the role of a business in society. The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Looking at the window of opportunity. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

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