



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

BHCSoc 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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