University of Pretoria Yearbook 2017

BCom Entrepreneurship (07130066)

Duration of study	3 years
Total credits	405
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Programme information

The purpose of this qualification is to provide qualifiers with the necessary performance motivation, entrepreneurial and business skills to improve their entrepreneurial performance. The student is provided with the applicable theory, supported by the practical application thereof, to operate efficiently in a diversity of work environments. Specific attention is paid to starting and developing own entrepreneurial ventures.

Admission requirements

- The following persons will be considered for admission: a candidate who is in possession of a certificate that is deemed by the University to be equivalent to the required Grade 12 certificate with university endorsement; a candidate who is a graduate from another tertiary institution or has been granted the status of a graduate of such an institution; and a candidate who is a graduate of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the APS.

Minimum requirements								
Achievement Level								APS
Afrikaans or English				Mathematics				
NSC/IEB	HIGCSE	AS-Level	A-Level	NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	4	3	D	D	30

Additional requirements

a. General Regulations G.1 to G.15 (with the exception of Regulation G.11.2(c)) apply to a bachelor's degree.
b. A student may not take more than the prescribed number of modules per semester unless the Dean decides otherwise.
c. A student may take a module not listed as an elective module only if the prior approval of the Dean has been obtained.
d. A student who is in possession of a bachelor's degree may not present any modules passed for that degree for another field of specialisation or degree in this Faculty. (See General Regulations G.8 and G.9)
e. A module passed at 300-level shall only be recognised for degree purposes if the corresponding prescribed

module(s) at 200-level has/have been passed, unless the Dean decides otherwise, with the proviso that the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320) and International business management 359 and 369 (OBS 359 and 369); only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

f. A module already passed may only be repeated with the approval of the Dean.
g. A module passed may not be taken into account for more than one degree or field of specialisation.
h. It remains the student's responsibility to ascertain, prior to registration, whether all the modules he/she intends taking can be accommodated in the class, test and examination timetables.
i. The Faculty of Economic and Management Sciences supports an outcomes-based education system and places a high premium on the development of specific academic competences. Class attendance in all modules and for the full duration of all programmes is therefore compulsory for all students.
j. The Dean has the right of authorisation regarding matters not provided for in the General Regulations or the Faculty Regulations.

Other programme-specific information

Note: See the alphabetical list of modules for prerequisites of all modules.

FRK 122 is a terminating module. Candidates will not be able to continue with Financial accounting in the second or third year.

? FBS 212 and 222 are terminating modules. Candidates will not be able to continue with Financial management at 300-level.

Specialisation modules: OBS 313, 323.

"Major subject"
To be considered a "major subject" the equivalent of four 14-week modules, including two at 300-level, must be passed provided that:

- the following modules which are offered at 300-level only, are also considered "major subjects": Labour law 311 (ABR 311), Labour relations 320 (ABV 320), and International business management 359 and 369 (OBS 359 and 369);
- only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only.

Promotion to next study year

According to General Regulation G.3 students have to comply with certain requirements as set by the Faculty Board.

a. A student must pass at least 4 core semester or 2 core year modules to be admitted to the subsequent year of study.
b. If a student has passed less than the required minimum of 4 core semester or 2 core year modules, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the Faculty's Admissions Committee to be readmitted conditionally – with the proviso that the Admissions Committee may set further conditions with regards to the student's academic progress. The

Faculty's Admissions Committee may deny a student's application for readmission.

c. If a student has been readmitted conditionally, his/her academic progress will be monitored after the first semester examinations to determine whether he/she has complied with the requirements set by the Admissions Committee. If not, his/her studies will be suspended.
d. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the Faculty's Admissions Committee.
e. A student may be refused promotion to a subsequent year of study if the prescribed tuition fees are not paid.
f. A student may be refused admission to the examination, or promotion to a subsequent year of study or promotion in a module (if applicable) if he/ she fails to fulfil the attendance requirements. Class attendance in all modules and for the full duration of all programmes is compulsory for all students.

Pass with distinction

a. A degree may be awarded with distinction provided the candidate meets the following criteria:

i. Completes the degree within three years;
ii. Obtains a Cumulative Grade Point Average CGPA) of 75%;
iii. Repeated passed modules will not be considered. The initial pass mark of module will be used when calculating the GPA.

b. Transferees from other faculties and from other universities who still complete their bachelor degrees (including credits transferred and recognised from the degrees they registered for originally) within three years will be considered as exceptional cases by the Dean.
c. The GPA will be not be rounded up to a whole number.
d. Exceptional cases will be considered by the Dean.

General information

Minimum requirements for bachelor's degrees; semester and year modules; new regulations

1. Students who commenced their studies before 2015 must complete the programme in terms of the curriculum of the year in which they commenced their studies, or in terms of the curriculum of the year in which they switched to their current field of specialisation. Students who prefer to do so may, however, apply to change over to the latest curriculum, but then they should comply with all the requirements thereof and they may not revert to the regulations of an earlier year.
2. Students who are registering for a degree programme for the first time in 2015 must take the modules indicated under the particular field of specialisation.

Please note: Only two 14-week modules, or the equivalent thereof, that are not preceded by the 100- and 200-level modules, may be taken for degree purposes. In other words, at least four 14-week modules must be taken at 300-level that are preceded by the 100- and 200-level, except for modules offered on 200- and 300-level only. It is thus the responsibility of students to ensure before registration, that their curricula comply with all the requirements of the applicable regulations.

Curriculum: Year 1

Minimum credits: 110

Fundamental modules

Academic information management 101 (AIM 101)

Module credits	6.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Economic and Management Sciences Faculty of Humanities Faculty of Law Faculty of Health Sciences Faculty of Natural and Agricultural Sciences Faculty of Theology Faculty of Veterinary Science
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Information Science
Period of presentation	Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

Academic literacy for Economic and Management Sciences 124 (ALL 124)

Module credits	6.00
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Unit for Academic Literacy
Period of presentation	Semester 1 and Semester 2

Module content

This module intends to equip students with the competence in reading and writing required in the four high impact modules: Business Management, Financial Accounting, Statistics and Economics. Students will also be equipped to interpret and draw figures and graphs and to do computations and manage relevant formulas. During Semester 1 students engage with the online computer program MyFoundationsLab individually in a flexible learning environment, and during Semester 2 they attend the scheduled contact sessions and do the coursework. *This module is offered by the Faculty of Humanities.*

Academic orientation 107 (UPO 107)

Module credits	0.00
Language of tuition	Afrikaans and English is used in one class
Academic organisation	EMS Dean's Office
Period of presentation	Year

Core modules

Marketing Management 120 (BEM 120)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	BEM 110
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

Economics 110 (EKN 110)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	1 discussion class per week, 2 lectures per week

Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Economics
Period of presentation	Semester 1

Module content

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

Economics 120 (EKN 120)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Economics
Period of presentation	Semester 2

Module content

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

Financial accounting 111 (FRK 111)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Law Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	4 lectures per week

Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 1

Module content

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

Business management 114 (OBS 114)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	May not be included in the same curriculum as OBS 155
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. Responsible leadership and the role of a business in society. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit.
Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

Business management 124 (OBS 124)

Module credits	10.00
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	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Creativity and innovation, opportunity finding and exploitation. The business plan and resource requirements are explored. 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.

Statistics 110 (STK 110)

Module credits	13.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123
Contact time	1 tutorial per week, 1 practical per week, 3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 1

Module content

Descriptive statistics:
Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.
Probability and inference:
Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 113 (STK 113)

Module credits	11.00
Service modules	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	1 tutorial per week, 3 lectures per week, 1 practical per week

Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 1

Module content

*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.
Data operations and transformations:
Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.
Descriptive statistics – Univariate:
Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.
The weekly one hour practical is presented during the last seven weeks of the semester.

Statistics 120 (STK 120)

Module credits	13.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 110 GS or both STK 113 GS and STK 123 GS or both WST 133 and WST 143 or STK 133 and STK 143
Contact time	1 practical per week, 1 tutorial per week, 3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

Multivariate statistics:
Analysis of variance, categorical data analysis, distribution-free methods, curve fitting, regression and correlation, the analysis of time series and indices.
Statistical and economic applications of quantitative techniques:
Systems of linear equations: drafting, matrices, solving and application. Optimisation; linear functions (two and more independent variables), non-linear functions (one and two independent variables). Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus, distribution functions, probability distributions, probability density functions. Identification, use, evaluation, interpretation of statistical computer packages and statistical techniques.
This module is also presented as an anti-semester bilingual module.

Statistics 123 (STK 123)

Module credits	12.00
Service modules	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 113 GS
Contact time	1 tutorial per week, 1 practical per week, 3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.
Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

Financial accounting 122 (FRK 122)

Module credits	12.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Law Faculty of Natural and Agricultural Sciences
Prerequisites	FRK 111 GS or FRK 133, FRK 143

Contact time	4 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Accounting
Period of presentation	Semester 2

Module content

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not calculations), interpretation of financial statements.

Curriculum: Year 2

Minimum credits: 175

Fundamental modules

Introduction to moral and political philosophy 251 (FIL 251)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Philosophy
Period of presentation	Quarter 2, 3 and 4

Module content

In this module students are equipped with an understanding of the moral issues influencing human agency in economic and political contexts. In particular philosophy equips students with analytical reasoning skills necessary to understand and solve complex moral problems related to economic and political decision making. We demonstrate to students how the biggest questions concerning the socio-economic aspects of our lives can be broken down and illuminated through reasoned debate. Examples of themes which may be covered in the module include justice and the common good, a moral consideration of the nature and role of economic markets on society, issues concerning justice and equality, and dilemmas of loyalty. The works of philosophers covered may for instance include that of Aristotle, Locke, Bentham, Mill, Kant, Rawls, Friedman, Nozick, Bernstein, Dworkin, Sandel, Walzer, and MacIntyre.

Core modules

Business law 210 (BER 210)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 1

Module content

Basic principles of law of contract. Law of sales, credit agreements, lease.

Business law 220 (BER 220)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
Prerequisites	Examination entrance for BER 210
Contact time	2 lectures per week, 1 discussion class per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Mercantile Law
Period of presentation	Semester 2

Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

Business management 210 (OBS 210)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Logistics management
The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

Entrepreneurship 213 (OBS 213)

Module credits	16.00
Prerequisites	OBS 114 or 124 with admission to the examination in the other. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English

Academic organisation	Business Management
Period of presentation	Semester 1

Module content

*Only for BCom (Entrepreneurship) students
Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking.
Creative problem-solving and identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking.
Reinforcement of personal attributes: personal attributes and actions to facilitate creativity; enhancement of intuitive abilities. Translation of ideation, design thinking and prototyping towards the process of innovation.

Business management 220 (OBS 220)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Project management: Introduction
Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.
Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

Entrepreneurship 223 (OBS 223)

Module credits	16.00
Prerequisites	OBS 213 GS. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

*Only for BCom (Entrepreneurship) students
Feasibility and business modelling, taking ideation to market. Market research and feasibility. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development.

Financial management 212 (FBS 212)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	FRK 111 and 121/122 or FRK 100 or FRK 101
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Financial Management
Period of presentation	Semester 1

Module content

Role and environment of managerial finance; Financial statement analysis; Cash flow and financial planning; Time value of money; Risk and return. Capital investment decisions; Working capital management.

Financial management 222 (FBS 222)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	FRK 111 and 122/121 or FRK 100 or FRK 101
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Financial Management
Period of presentation	Semester 2

Module content

Introduction to management accounting; Cost terms, concepts and classifications; Job-order costing; Process costing; Cost behaviour; Variable versus absorption costing; Cost-volume profit relationships; Budgeting.

Consumer behaviour 212 (BEM 212)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 GS
Contact time	3 lectures per week

Language of tuition	Afrikaans and English is used in one class
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

Integrated brand communications 224 (BEM 224)

Module credits	16.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 GS
Contact time	3 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

Communication management 281 (KOB 281)

Module credits	5.00
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Div Communication Management
Period of presentation	Quarter 1

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 281–284 may be taken as a module where necessary for a programme.

Applied business communication skills

Acquiring basic business communication skills will enhance the capabilities of employees, managers and leaders in the business environment. An overview of applied skills on the intrapersonal, dyadic, interpersonal, group (team), organisational, public and mass communication contexts is provided. The practical part of the module (for example, the writing of business reports and presentation skills) concentrates on the performance dimensions of these skills as applied to particular professions.

Curriculum: Final year

Minimum credits: 120

Core modules

Business management 310 (OBS 310)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Human resource management and development
The environment in which human resource management takes place; job analysis; strategic human resource planning; equal employment opportunities; planning and management of training; development and careers; functioning in a global environment.
Negotiation and collective bargaining
The nature of negotiation; preparation for negotiation; negotiating for purposes of climate creation; persuasive communication; handling conflict and aggression; specialised negotiation and collective bargaining in the South African context.

Entrepreneurship 313 (OBS 313)

Module credits	20.00
Prerequisites	OBS 114,124 and 213 with admission to the examination in OBS 223. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

*Only for BCom (Entrepreneurship) students
The practice of starting up by applying the lean start-up principles; Understanding the realm and elements of the pre- and start-up process; Incubation and commercialisation within the entrepreneurial process. International exposure towards expanding business footprint (virtual entrepreneurial team collaboration).

Business management 320 (OBS 320)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education
Prerequisites	OBS 114 or 124 with admission to the examination in the other
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Strategic management analysis and formulation
Basic concepts; formulation of mission; policy and objectives; external evaluation of the business environment; internal evaluation of the enterprise; including intellectual assets; the formulation and development of a strategic plan.
Strategic management implementation
The role of management in strategy implementation; budgets as instrument in the implementation process; leading processes of change within enterprises; supporting policies, procedures and information systems for implementation in the various functional areas; evaluation and control of implementation.

Entrepreneurship 323 (OBS 323)

Module credits	20.00
Prerequisites	Admission to the examination in OBS 313. Only available to BCom (Entrepreneurship) students
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

*Only for BCom (Entrepreneurship) students
Advanced entrepreneurship. Exponential growth orientation and entrepreneurial venturing alignment. Business plan for growth: design, formulation and presentation. Financing options and modelling for the entrepreneurial venture towards fast growth.

International business management 359 (OBS 359)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	OBS 114 or OBS 124 with admission to the examination in the other
Contact time	2 lectures per week
Language of tuition	Separate classes for Afrikaans and English

Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Introduction to international management
International business management; the process of internationalisation; growth in international trade and investment; the evolution of multinational enterprises; management perspectives on international trade and international trade theories; international trade regulation; economic integration; the formation of trading blocks, and free-trade areas.
The international business environment
The cultural environment of international business; the political and legal environments as well as the economic environment of international business; the international monetary system; the foreign exchange market; and international capital markets.

International business management 369 (OBS 369)

Module credits	20.00
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	Admission to the exam in OBS 359
Contact time	2 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

International financial management
Purpose, scope and principles of international financial management; international cashflow management; foreign exchange risk and foreign exchange risk management; international investment and financing decisions; import and export management; import and export financing, and international purchasing and sourcing.
International management, leadership and market entry
International management and leadership; dimensions of strategic international human resource management; international market entry and introduction to international marketing strategy, and future perspectives on Southern Africa as an emerging market.

The information published here is subject to change and may be amended after the publication of this information. The General Regulations (G Regulations) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the General Rules section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.