



University of Pretoria Yearbook 2017

BComHons Business Management (07240073)

Duration of study 1 year

Total credits 120

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Admission requirements

Relevant BCom degree with Accounting, Economics, Statistics and Business Management on first year level and at least 60% for Strategic Management on 3rd year level.

The Department can only admit 30 students to the honours programme per year, and as a result, current University of Pretoria students who comply with the entry requirements will get preference to fill the first 20 openings based on their OBS 320 mark. The remaining 10 places will be filled by the 10 candidates who scored the highest marks in the entrance examination. The entrance examination will be written by applicants from other universities as well as current University of Pretoria students that were not successful in the first round of selection and who would like a second opportunity to be considered for selection.

1. Registration for a second field of study With reference to General Regulation G.6, a student who has already completed a bachelor of honours degree at this or another university, may, with the permission of the Dean, register for another degree, subject to the regulations applicable to the field of study in question and to any other stipulations the Dean may prescribe on the condition that there shall be no overlap in the course content of the first degree and the second degree. Such a concession may be withdrawn by the Dean/Deans if the student does not perform satisfactorily.

2. Acknowledgement of modules

2.1. Subject to the stipulations of G.22.1, G.23.2 and the Joint Statute, a Dean may acknowledge modules passed at another tertiary institution or at this University in a department other than that in which the honours study is undertaken for the honours degree - provided that at least half of the required modules for the degree in question are attended and passed at this university.

2.2. If there is overlap in the course content of the degree for which the student wishes to enrol or is enrolled and a degree already conferred, the Dean may not acknowledge any modules that form part of the degree already conferred.

Additional requirements

The Department can only admit 30 students to the honours programme per year, and as a result, current University of Pretoria students who comply with the entry requirements will get preference to fill the first 20 openings based on their OBS 320 mark. The remaining 10 places will be filled by the 10 candidates who scored the highest marks in the entrance examination. The entrance examination will be written by applicants from

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2. **Acknowledgement of modules**

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Other programme-specific information

SBE 780 is taken by students in relevant programmes

Examinations and pass requirements

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Curriculum: Final year

Minimum credits: 120

Core modules

Integrated logistical management 780 (GLB 780)

Module credits 16.00

Prerequisites Only for BComHons (Business Management) students

Contact time 1 lecture per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Business Management

Period of presentation Semester 1 or Semester 2

Module content

The purpose of this module is to have students gain insight and perspective into the integrated total materials flow through the enterprise to the target market.

Study themes:

- Logistics management in perspective;
- The materials supply activities required for operations;
- Supporting the activities of materials supply;
- Physical transformation of materials during the production process with emphasis on operations planning and control;
- Support of logistics management including physical distribution;
- Assessment of logistics performance and
- Logistics management – an integrated context.

International business management 780 (INR 780)

Module credits 16.00

Prerequisites Only for BComHons (Business Management) students

Contact time 1 lecture per week

Language of tuition Module is presented in English

Academic organisation Business Management

Period of presentation Semester 1



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 RandD.

Corporate venturing 780 (KBE 780)

Module credits 16.00

Prerequisites Only for BComHons (Business Management) students, OBS 320 or equivalent

Contact time 1 lecture per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Business Management

Period of presentation Semester 1 or Semester 2

Module content

Corporate venturing as growth strategy in corporate entrepreneurship, The corporate venturing process, Institutionalization of the corporate venturing process in corporations, Corporate venture plans, Failure/ success audits by venture managers, Corporate entrepreneurial marketing – first to market products, Corporate entrepreneurial human resources management processes.

Research methodology 704 (NME 704)

Module credits 16.00

Prerequisites STK 110

Contact time 1 lecture per week

Language of tuition Separate classes for Afrikaans and English

Academic organisation Business Management

Period of presentation Semester 1



Module content

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.

Strategic management 780 (SBE 780)

Module credits 20.00

Prerequisites OBS 320

Contact time 1 lecture per week

Language of tuition Module is presented in English

Academic organisation Business Management

Period of presentation Semester 1 or Semester 2

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.

Research report 790 (OBS 790)

Module credits 40.00

Prerequisites NME 704

Language of tuition Afrikaans and English is used in one class

Academic organisation Business Management

Period of presentation Semester 2



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 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.