



University of Pretoria Yearbook 2018

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BCom BCom Agribusiness Management BCom Business Management BCom Economics BCom Entrepreneurship BCom Financial Sciences BCom Human Resource Management BCom Informatics Information Systems BCom Law BCom Marketing Management BCom Statistics BCom Supply Chain Management BEd Senior Phase and Further Education and Training Teaching BIS Information Science BIT BSc Information and Knowledge Systems BSocSci Heritage and Cultural Tourism BSocSci Industrial Sociology and Labour Studies BSW BConSci Clothing Retail Management BConSci Food Retail Management BConSci 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 Separate classes for Afrikaans and English

Department 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.

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