BCom Business Management (07130068)

Minimum duration of study	3 years
Total credits	375
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Programme information

The purpose of the BCom Business Management programme is to empower students as responsible entrepreneurs, business managers and leaders that create shared value in an innovative manner by equipping them with the knowledge, skills and attributes for critical thinking. Although this package is intended to serve as a foundation for further study, and for the corporate environment, it also enables graduates to establish their own enterprises and to manage it.

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 310, OBS 330

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: OBS 359 and OBS 370.

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. A degree will only be awarded with distinction to transferees from other degrees in the Faculty of Economic and Management Sciences, other faculties and from other universities who still complete their bachelor degrees within three years (including the years registered for the other degree and credits transferred and

recognised).

c. The GPA will be not be rounded up to a whole number.

d. Exceptional cases will be considered by the Dean.

Curriculum: Year 1

Minimum credits: 112

Additional information

1. In order to register for STK 110, a student must have 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.
2. In order to register for STK 120, a student must comply with the following 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.
3. FRK 122 is a terminating module. Candidates will not be able to continue with Financial Accounting in the second or third year.

Fundamental modules

Academic information management 111 (AIM 111)

Module credits	4.00
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 and Religion
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Information Science
Period of presentation	Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

Academic information management 121 (AIM 121)

Module credits	4.00
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 and Religion Faculty of Veterinary Science

Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Informatics
Period of presentation	Semester 2

Module content

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
Department	Unit for Academic Literacy
Period of presentation	Semester 1 and Semester 2

Module content

This module is intended 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. Students attend two lectures per week during semester two.

This module is offered by the Faculty of Humanities.

Academic orientation 107 (UPO 107)

Module credits	0.00
Language of tuition	Module is presented in English
Department	Economic and Management Sciences Deans 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
Contact time	3 lectures per week

Language of tuition	Module is presented in English
Department	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	Module is presented in English
Department	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	1 discussion class per week, 2 lectures per week
Language of tuition	Module is presented in English
Department	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	Module is presented in English
Department	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.

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	Module is presented in English
Department	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.

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	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

The entrepreneurial mind-set; managers and managing; values, attitudes, emotions, and culture: the manager as a person; ethics and social responsibility; decision making; leadership and responsible leadership; effective groups and teams; managing organizational structure and culture inclusive of the different functions of a generic organisation and how they interact (marketing; finance; operations; human resources and general management); contextualising Sustainable Development Goals (SDG) in each of the topics.

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	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Value chain management: functional strategies for competitive advantage; human resource management; managing diverse employees in a multicultural environment; motivation and performance; using advanced information technology to increase performance; production and operations management; financial management; corporate entrepreneurship.

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 practical per week, 1 tutorial per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	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	3 lectures per week, 1 tutorial per week, 1 practical per week
Language of tuition	Module is presented in English
Department	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, 3 lectures per week, 1 tutorial per week
Language of tuition	Module is presented in English
Department	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	3 lectures per week, 1 tutorial per week, 1 practical per week
Language of tuition	Module is presented in English
Department	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.

Curriculum: Year 2

Minimum credits: 143

Additional information

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

Fundamental modules

Responsible management 214 (OBS 214)

Module credits	10.00
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

Business ethics; sustainability and the economic system; key social challenges; key environmental challenges; key economic challenges; conventional vs. progressive measure of progress; short-term vs long-term orientation; development as an outcome of growth; sustainable development as opposed to conventional development; sustainable development goals; sustainable development goals and the changing role of business in society; implications for the notion of corporate citizenship; global responses and solutions; local responses and solutions.

Core modules

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	Module is presented in English
Department	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.

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
Department	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
Department	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.

Financial management 212 (FBS 212)

Module credits	16.00
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
Department	Financial Management
Period of presentation	Semester 1

Module content

Role and environment of managerial finance. Financial statement analysis. Time value of money. Risk and return. Working capital management. Interest and valuations (bonds and shares).

Financial management 222 (FBS 222)

Module credits	16.00
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
Department	Financial Management
Period of presentation	Semester 2

Module content

Introduction to management accounting. Cost terms, concepts and classifications. Job-order costing. Cost behaviour. Variable versus absorption costing. Cost-volume profit relationships. Budgeting. Activity based costing. Cash flow and financial planning.

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
Language of tuition	Module is presented in English
Department	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.

Design thinking and business innovation 211 (OBS 211)

Module credits	16.00

Prerequisites	OBS 114 or 124 with admission to the examination in the other.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1

Module content

Creativity, innovation and identification of opportunities: the role of creativity; techniques to facilitate creativity; barriers to creativity; creative versus critical thinking within the broad business managerial context. Creative problemsolvingand identification of opportunities: identification of opportunities; development of ideas; evaluation and prioritising of ideas, ideation and design thinking. Creativity and its role in design thinking towards facilitating business innovation. Design thinking techniques are applied with an emphasis on customer empathy. Business innovation is translated from the process of design thinking into incremental or disruptive new products, services and or processes. A clear understanding is created with regards to the following elements in business innovation: types and forms; technology waves; models; processes and sources. The management of innovation is also an integral part of the module.

Business creation 212 (OBS 212)

Module credits	10.00
Prerequisites	OBS 213
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Creating a new product, service or process to market. Comprehensive prototype feasibility and business modelling. Designing business models aligned with the market realm. Value-to-customer building and business efficiency development. Translation of business models into bankable business plans.

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. Students from other Faculties are required to have 50% for Mathematics in Grade 12.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management

Period of presentation Semester 2

Module content

Project management and negotiations:
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.
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.

Curriculum: Final year

Minimum credits: 120

Core modules

Industrial and organisational psychology 319 (BDO 319)

Module credits	20.00
Service modules	Faculty of Health Sciences
Prerequisites	BDO 110, 120; BDO 219 GS, BDO 229 GS (except for Business Management students).
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Human Resource Management
Period of presentation	Semester 1

Module content

Human resource management systems
This section provides an introduction to human resource management systems and addresses current developments and problems in the field, which will be comprehensively addressed and include the following: job analysis, description, specification, and design, remuneration theory and systems, job evaluation and grading as well as benefit and fringe-benefit systems. Remuneration systems as motivation for employees will also be included.

Human resources provision
Human resources provision will be presented from an industrial psychological perspective and will include the following themes: human resources planning;
macro and micro variables which could affect personnel forecasting and provision; human resource information systems; the auditing of skills as well as techniques such as recruitment, selection, placement and induction.

Marketing research 314 (BEM 314)

Module credits	20.00
Service modules	Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 120 and STK 110 GS
Contact time	3 lectures per week
Language of tuition	Afrikaans and English are used in one class
Department	Marketing Management
Period of presentation	Semester 1

Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

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
Department	Business Management
Period of presentation	Semester 1

Module content

Strategy formulation: the deliberate strategy process of formulating a vision and mission statement, conducting internal and external environmental analyses and selecting appropriate strategies. It will enhance an understanding of the level of strategy formulation, gaining competitive advantage in your market place and thinking strategically.

Business management 330 (OBS 330)

Module credits	20.00
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Strategy execution: 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. South African case studies to create contextual relevance.

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
Department	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.

Business analytics 370 (OBS 370)

Module credits	20.00
Prerequisites	Admission to exam in OBS 359.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Evaluates how to strategically align, plan for and direct investments in, and governance of, processes for continuous renewal of analytic deployments in business. An overview of analytics in the business context will be provided that will cover: concepts of strategic and operational analytics; overview of concepts like dimensional modeling, the Model Life cycle, data mining, big data, KPIs and metrics, ERP and analytics, in-database/memory analytics; real-time analytics and data stream analysis. The applied decision making aspect will focus on mastering quantitative modeling tools and techniques for business decision-making and deterministic optimisation techniques.

Responsible leadership 371 (OBS 371)

Module credits	5.00
Prerequisites	OBS 310.
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

Responsible leadership theory; critical leadership theory; African leadership theory; Service learning showing stakeholder engagement practice as a basis for responsible leadership; create a project portfolio with a social impact plan as outcome.