University of Pretoria Yearbook 2021

BCom Business Management (07130068)

Department	Business Management
Minimum duration of study	3 years
Total credits	393
NQF level	07

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.

Admission requirements

- The closing date is an administrative admission guideline for non-selection programmes. Once a non-selection programme is full and has reached the institutional targets, then that programme will be closed for further admissions, irrespective of the closing date. However, if the institutional targets have not been met by the closing date, then that programme will remain open for admissions until the institutional targets are met.
- The following persons will be considered for admission: Candidates who are in possession of a certificate that is deemed by the University to be equivalent to the National Senior Certificate (NSC) with admission to bachelor's degree studies; candidates who are graduates from other tertiary institutions or have been granted the status of graduates of such institutions; and candidates who are graduates of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the APS.

Transferring students

Candidates previously registered for the BCom — Extended programme

The Admissions Committee of the faculty considers applications of candidates who were previously registered for the BCom — Extended programme according to specific guidelines as stipulated in the Transfer Guide of the Faculty of Economic and Management Sciences as published on the EMS Faculty website.

Candidates previously registered at UP or at another university

The Admissions Committee of the faculty considers applications of candidates who have already completed the final NSC or equivalent qualification and/or were previously registered at UP or at another university according to specific guidelines as stipulated in the Transfer Guide of the Faculty of Economic and Management Sciences as published on the EMS Faculty website. A complete academic record, as well as the final school leaving results, are required for such applications.

NB: Candidates who are still registered at another university must submit an academic record of their studies to

the faculty as soon as possible after their final examinations. The closing date for these applications is **30 September**.

Qualifications from countries other than South Africa

- Citizens from countries other than South Africa and South African citizens with foreign qualifications must comply with all the other admission requirements and the prerequisites for subjects/modules.
- In addition to meeting the admission requirements, it may be expected from candidates to write the SAT, if required.
- Candidates must have completed the National Senior Certificate with admission to degree studies or a certificate of conditional exemption on the basis of a candidate's foreign qualifications, the so-called "Immigrant" or "Foreign Conditional Exemption". The only condition for the "Foreign Conditional Exemption" that is accepted is: 'completion of the degree course'. The exemption certificate is obtainable from Universities South Africa (USAf). Detailed information is available on the website at click here

University of Pretoria website: click here

Minimum requirements				
Achievement level				
English Home Language or English First Additional Language		**Mathematics**		**APS**
NSC/IEB	AS Level	NSC/IEB	AS Level	
5	C	4	D	**30**

* Cambridge A level candidates who obtained at least a D and International Baccalaureate (IB) HL candidates who obtained at least a 4 in the required subjects, will be considered for admission.

Note: Accountancy is not a subject requirement for any of the BCom or BAdmin programmes.

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 already passed may only be repeated with the approval of the Dean.
f. A module passed may not be taken into account for more than one degree or field of specialisation.
g. 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.
h. 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.
i. 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: 120

Fundamental credits = 14
Core credits = 104

Additional information

- Students who obtained at least a symbol 5 (60-69%) in Mathematics in the final NSC (or equivalent) will be admitted to STK 110 and STK 120; all other students must first pass Statistics 113 and 123. STK 110 will be credited but STK 120 still needs to be passed.
- 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.
- 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. 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
NQF Level	05
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
NQF Level	05

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
NQF Level	05
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
NQF Level	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
NQF Level	05
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
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
NQF Level	05
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
NQF Level	05
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
NQF Level	05
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
NQF Level	05
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.

Informatics 183 (INF 183)

Module credits	3.00
NQF Level	05
Prerequisites	No prerequisites.
Contact time	1 practical per week
Language of tuition	Module is presented in English
Department	Informatics
Period of presentation	Year

Module content

Computer processing of accounting information.

Communication management 182 (KOB 182)

Module credits	5.00

NQF Level	07
Prerequisites	Only one of KOB 181-184 may be taken as as a module where necessary for a programme
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Divsion of Communication Management
Period of presentation	Quarter 2

Module content

*Module content will be adapted in accordance with the appropriate degree programme. Only one of KOB 181 - 184 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.

Business management 114 (OBS 114)

Module credits	10.00
NQF Level	05
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
NQF Level	05

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
NQF Level	05
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). Supporting mathematical concepts. Statistical concepts are demonstrated and interpreted through practical coding and simulation within a data science framework.

Statistics 113 (STK 113)

Module credits	11.00

NQF Level	05
Service modules	Faculty of Humanities
Prerequisites	No prerequisites.
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

*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. Probability: Introductory probability theory. Theoretical probability distributions. 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
NQF Level	05
Service modules	Faculty of Engineering, Built Environment and Information Technology 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	Module is presented in English
Department	Statistics
Period of presentation	Semester 2

Module content

Students can only get credit for one of the following two modules: STK 120 or STK 121.
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: solving and application. Optimisation, linear functions, non-linear functions. Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus. Supporting mathematical concepts. Statistical concepts are illustrated using simulation within a data science framework.
This module is also presented as STK 121, an anti-semester module. This is a terminating module.

Statistics 123 (STK 123)

Module credits	12.00
NQF Level	05
Service modules	Faculty of Humanities
Prerequisites	STK 113 GS
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 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 probability distributions (revision only). 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: 148

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
NQF Level	06
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
NQF Level	07
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
NQF Level	06
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	1 discussion class per week, 2 lectures per week
Language of tuition	Module is presented in 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
NQF Level	06
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	1 discussion class per week, 2 lectures per week
Language of tuition	Module is presented in 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

NQF Level	06
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
NQF Level	06
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
NQF Level	06
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
NQF Level	06
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
NQF Level	06
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
NQF Level	06
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: 125

Core modules

Industrial and organisational psychology 319 (BDO 319)

Module credits	20.00
NQF Level	07
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

Part 1: The Human Resource Management environment
This section will provide the necessary know-how on the management of a Human Resource (HR) office. This particular section provides an introduction to Human Resource Management (HRM). The environment and foundations of HR will be covered. Various HR system standard and function models including the SA Board for People Practices HR standards model will be explained. The focus will move to emerging HR practices to ensure "competence" such as competency -based HRM. Day-to-day HRM practices are addressed such as HR office administration and technology (HR information systems). This is followed by specific HRM functions such as job design and analysis and the managing of compensation and benefits. Recruitment and section process to ensure the placing of qualified employees in jobs will be covered.

Part 2: Human Resources Provision
This section builds on the foundation provided in part 1. This module assists with having the right people in the right jobs at the right time through effective HR planning (HRP). This includes provision of theory which will assist HR managers to address strategy-linked HRP. To be able to ensure return on investment (ROI), organisations must ensure effective assessing and development of qualified employees by implementing performance management (PM) practices. This module will assist the HR professionals with theory related to internal staffing and career management practices. The section closes by discussing the role of HRM in virtual organisations as well as presenting international HRM theory that will assist the HR professional in the managing of international HRM.

Marketing research 314 (BEM 314)

Module credits	20.00
NQF Level	07
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	Module is presented in English
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
NQF Level	07
Service modules	Faculty of Engineering, Built Environment and Information Technology
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

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
NQF Level	07
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
NQF Level	07
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	Module is presented in 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
NQF Level	07
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
NQF Level	07
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.

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