

University of Pretoria Yearbook 2022

BCom (Agribusiness Management) (07130092)

Department	Agricultural Economics, Extension and Rural Development
Minimum duration of study	3 years
Total credits	376
NQF level	07

Programme information

The purpose of this degree programme is to train students in the field of Economics and Business management as applied to the agricultural and agribusiness sector. The degree prepares students for management careers in agricultural sales and marketing, brokerage, market research, international market development, finance, public relations, food manufacturing and distribution, and agricultural-input industry.

Students who achieved 70% and above in English Home Language (an A or a B), and 80% and above in English First Additional Language (only an A) in the NSC (or equivalent) will be exempted from ALL 124 and therefore do not have to register and pass this module to complete their degrees. Students who achieved 69% and below in English Home Language (a C and below), and 79% and below in English First Additional Language (a B and below) have to register for ALL 124 and pass this module in order to be awarded their degrees.

Students who achieved 70% for English at Cambridge A level or AS level will be exempted from ALL 124.

Admission requirements

Important information for all prospective students for 2022

- The admission requirements apply to students who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications.**
- Applicants with qualifications other than the abovementioned** should refer to:
 - Brochure:** Undergraduate Programme Information 2022: Qualifications other than the NSC and IEB, available at [click here](#).
- Citizens from countries other than South Africa (applicants who are not South African citizens)** should also refer to:
 - Brochure:** Newcomer's Guide 2021, available at [click here](#).
 - Website:** [click here](#).
- School of Tomorrow (SOT), Accelerated Christian Education (ACE) and General Education Development Test (GED):** The University of Pretoria no longer accepts qualifications awarded by these institutions.
- National Certificate (Vocational) (NCV) Level 4:** The University of Pretoria may consider NCV candidates, provided they meet the exemption for bachelor's status criteria and the programme requirements.

Transferring students

A transferring student is a student who, at the time of application for a degree programme at the University of

Pretoria (UP) –

- is a registered student at another tertiary institution, **or** was previously registered at another tertiary institution and did not complete the programme enrolled for at that institution, and is not currently enrolled at a tertiary institution, **or** has completed studies at another tertiary institution, but is not currently enrolled at a tertiary institution, **or** has started with tertiary studies at UP, then moved to another tertiary institution and wants to be readmitted at UP.

A transferring student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level; **or** having completed a higher certificate at a tertiary institution with faculty-specific subjects/modules passed (equal to or more than 50%), as well as complying with faculty rules on admission;
- previous academic performance (must have passed all modules registered for up to the closing date of application) or as per faculty regulation/promotion requirements;
- a certificate of good conduct.

Note: Students who have been dismissed at the previous institution due to poor academic performance, will not be considered for admission to UP.

Returning students

A returning student is a student who, at the time of application for a degree programme –

- is a registered student at UP, and wants to transfer to another degree at UP, **or** was previously registered at UP and did not complete the programme enrolled for, and did not enrol at another tertiary institution in the meantime (including students who applied for leave of absence), **or** has completed studies at UP, but is not currently enrolled or was not enrolled at another tertiary institution after graduation.

A returning student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level; **or** previous academic performance (should have a cumulative weighted average of at least 50% for the programme enrolled for);
- having applied for and was granted leave of absence.

Note: Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP. The Admissions Committee may consider such students if they were not dismissed more than twice. Only ONE transfer between UP faculties will be allowed, and a maximum of two (2) transfers within a faculty.

Important faculty-specific information on undergraduate programmes for 2022

- 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 have a certificate that is deemed by the University to be equivalent to the required National Senior Certificate (NSC) with university endorsement; candidates who are graduates from another tertiary institution or have been granted the status of a graduate of such an institution, and candidates who are graduates of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the APS.
- All modules will be presented in English, as English is the language of tuition, communication and correspondence.

University of Pretoria website: [click here](#)

Minimum requirements

Achievement level

English Home Language or English First Additional Language

Mathematics

APS

NSC/IEB

NSC/IEB

5

5

30

Additional requirements

General Academic Regulations G1 to G15 apply to a bachelor's degree.

1. A student may not take more than the prescribed number of modules per semester unless permission has been obtained from the Dean.
2. A module that has already been passed may only be repeated with the approval of the Dean.
3. 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.
4. 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 of all modules and for the full duration of all programmes is therefore compulsory for all students.
5. The Dean has the right of authorisation regarding matters not provided for in the General Academic Regulations or the Faculty regulations.

Other programme-specific information

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

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

Specialisation modules: LEK 310, 320, 410.

"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:

- 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;
- 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); and
- 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.

Promotion to next study year

According to General Academic Regulation G3 students have to comply with certain requirements as set by the Faculty Board.

1. In order to register for the next year of study a student must pass at least 60% of the official credits listed for a year level of study for a three-year programme.
2. A student will be deemed to be in the second, third or a more senior year once he or she enrolls for any module in any of these levels of study.
3. If a student has passed less than the required minimum of at least 60% of the official credits listed for a year level, he/she will not be readmitted to the Faculty of Economic and Management Sciences. Such a student may apply in writing to the EMS Appeals Committee to be readmitted conditionally – with the proviso that the Appeals Committee may set further conditions with regard to the student's academic progress. The Committee may deny a student's application for readmission.
4. 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 EMS Appeals Committee. If not, his/her studies will be suspended.
5. A student whose studies have been suspended because of his/her poor academic performance has the right to appeal against the decision of the EMS Faculty Appeals Committee.
6. 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.

General information

Application of amended programme regulations

Refer to General Academic Regulation G5.

Curriculum: Year 1

Minimum credits: 120

Fundamental credits = 14

Core credits = 106

Students who did not obtain at least a symbol 5 (60-69%) in Mathematics in the final NSC (or equivalent) must first pass Statistics 113 and 123. STK 110 will be credited but students still need to pass STK 120 or equivalent.

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
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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
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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	05
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	Division 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 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.

Curriculum: Year 2

Minimum credits: 132

Fundamental credits = 10

Core credits = 122

Fundamental modules

Introduction to moral and political philosophy 251 (FIL 251)

Module credits	10.00
NQF Level	06
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	Module is presented in English
Department	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 most important 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, MacIntyre, Bujo, Wiredu, and Gyekye.

Core modules

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.

Economics 224 (EKN 224)

Module credits 16.00

NQF Level 06

Service modules Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 110 GS & EKN 120 OR EKN 113 GS & EKN 123; & STK 110 GS OR STK 113 & STK 123 & STK 120/121 or concurrently registered for STK120/121 OR WST 111 & WST121 are prerequisites instead of STK 120/121 or WST 111 and concurrently registered for WST 121.

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Economics

Period of presentation Semester 1

Module content

Microeconomics

Microeconomic insight is provided into: consumer and producer theory, general microeconomic equilibrium, Pareto-optimality and optimality of the price mechanism, welfare economics, market forms and the production structure of South Africa. Statistic and econometric analysis of microeconomic issues.

Economics 244 (EKN 244)

Module credits 16.00

NQF Level 06

Service modules Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 224 and STK 120/121 or WST 121 OR concurrently registered for STK 120/121 or WST 121.

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Economics

Period of presentation Semester 2

Module content

Microeconomics

From general equilibrium and economic welfare to uncertainty and asymmetric information. In this module we apply the principles learned in EKN 224 on the world around us by looking at the microeconomic principles of labour and capital markets, as well as reasons why the free market system could fail. We touch on the government's role in market failures. The course includes topics of the mathematical and econometric analysis of microeconomic issues.

Introduction to agricultural economics 210 (LEK 210)

Module credits 14.00

NQF Level 06

Service modules Faculty of Economic and Management Sciences

Prerequisites No prerequisites.

Contact time 1 practical/tutorial per week, 3 lectures per week

Language of tuition Module is presented in English

Department Agricultural Economics Extension and Rural Develo

Period of presentation Semester 1

Module content

Introduction to the world of agricultural economics: where to find practising agricultural economics services, overview of South African Agricultural Economy, scope of agricultural economics. Introduction to consumption and demand: utility theory, indifference curves, the budget constraint, consumer equilibrium, the law of demand, consumer surplus, tastes and preferences, and measurement and interpretation of elasticities. Introduction to production and supply: condition for perfect competition, classification of inputs, important production relationships, assessing short-run business costs, economics of short-run decisions. Isoquants, iso-cost line, least cost combination of inputs, long-run expansion of inputs, and economics of business expansion, production possibility frontier, iso-revenue line and profit maximising combination of products. Introduction to market equilibrium and product prices: market equilibrium in a perfectly competitive market, total economic surplus, changes in welfare, adjustments to market equilibrium, market structure characteristics, market equilibrium in a imperfectly competitive market, government regulatory measures. Introduction to financial management in agriculture: Farm management and agricultural finance, farm management information; analysis and interpretation of farm financial statements; risk and farm planning. Budgets: partial, break-even, enterprise, total, cash flow and capital budgets. Elements of business plan, marketing planning and price risk. Financial structuring and sources of finance for farm business. Time value of money.

Agricultural economics 220 (LEK 220)

Module credits	12.00
NQF Level	06
Service modules	Faculty of Economic and Management Sciences
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

The agribusiness system; the agricultural value chain, the unique characteristics of agricultural products; marketing functions and costs; historical evolution of agricultural marketing in South Africa. The marketing environment. Consumer behaviour and consumer trends. Introduction to supply and demand analysis. Developing a marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain. Introduction to the agricultural futures market. Marketing in the 21st century. Online marketing, social media. Market structure.

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

Contact time	3 lectures per week
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.

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: 124

Core credits = 92

Elective credits = 32

Core modules

Economics 310 (EKN 310)

Module credits	20.00
NQF Level	07
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	EKN 214, EKN 234 or EKN 224, EKN 244
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

Public finance

Role of government in the economy. Welfare economics and theory of optimality. Ways of correcting market failures. Government expenditure theories, models and programmes. Government revenue. Models on taxation, effects of taxation on the economy. Assessment of taxation from an optimality and efficiency point of view. South African perspective on public finance.

Economics 320 (EKN 320)

Module credits	20.00
NQF Level	07
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	EKN 310 GS
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

Economic analyses

Identification, collection and interpretation process of relevant economic data; the national accounts (i.e. income and production accounts, the national financial account, the balance of payments and input-output tables); economic growth; inflation; employment, unemployment, wages, productivity and income distribution; business cycles; financial indicators; fiscal indicators; social indicators; international comparisons; relationships between economic time series - regression analysis; long-term future studies and scenario analysis; overall assessment of the South African economy from 1994 onwards.

Agricultural economics 310 (LEK 310)

Module credits	16.00
NQF Level	07
Service modules	Faculty of Economic and Management Sciences
Prerequisites	LEK 210 GS and EKN 110 GS
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

Historical evolution of South African agricultural policy. Agriculture and the state (communicating the legislative process in detail): reasons for government intervention (government and stakeholder engagement). Theoretical aspects of agricultural policy. Introduction to agricultural policy analysis. Welfare principles, pareto optimality. Macroeconomic policy and the agricultural sector. International agricultural trade (including inter-governmental communication).

Agricultural economics 320 (LEK 320)

Module credits	20.00
NQF Level	07
Service modules	Faculty of Economic and Management Sciences
Prerequisites	LEK 210 GS and LEK 220 GS.
Contact time	2 practicals per week, 4 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1

Module content

The modern food and agribusiness system. Key drivers in the global context. Whole farm planning including business planning, financial analysis and financial modelling, capital acquisition and creditworthiness, time value of money and the investment decision, Decision making in agriculture under risk and uncertain circumstances and risk management. Operational and strategic management. Business plan and scenario planning assignments.

Agricultural market and price analysis 431 (LEK 431)

Module credits	16.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences
Prerequisites	LEK 210, LEK 310 GS and BME 120
Contact time	1 practical per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1

Module content

After providing an appropriate background in the theoretical concepts of demand (theory of the consumer) and supply (theory of the firm) these basics will be applied in the generation of optimization techniques such as Lagrange optimization and linear programming. The work will cover the identification of supply and demand shifters as well as the elasticities, flexibilities, and impact multipliers. The theory will underpin the development of econometric simulation models for selected agricultural sectors. Practical experience in the formulation of these models will be attained from practical sessions.

Elective modules

Agricultural economics 415 (LEK 415)

Module credits	16.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences
Prerequisites	LEK 210 GS; STK 110 GS; STK 120 GS or WTW 134 GS or WTW 165 GS
Contact time	1 practical per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 1

Module content

Derivative instruments in agriculture: To prepare students for taking the SAFEX Agricultural Markets Division brokerage exam. Giving an in-depth knowledge on the importance of hedging. Giving an in-depth knowledge on designing and implementation of low/zero risk hedging strategies. Introduction to the mathematics of portfolio management and mathematical modelling of derivatives. Working knowledge of the mathematical relationships in the management of a hedged portfolio. Working knowledge on the applicable software for managing derivative portfolios. Introduction into the management of option portfolios. To expand the thinking on the uses of derivatives, by also dealing with the hedging of diesel cost, interest rates and weather events.

Introduction to resource economics 424 (LEK 424)

Module credits	16.00
NQF Level	08
Service modules	Faculty of Economic and Management Sciences
Prerequisites	LEK 210 GS or EKN 110 GS
Contact time	1 web-based period per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

This module reviews the origins and evolution of natural and environmental resource economics and its present-day main paradigms. Sources of externalities and causes of environmental degradation are examined. An introduction to the concepts and methods backing the design and implementation of environmental policies are provided. Economic valuation of natural and environmental resources is introduced.

Agricultural economics 432 (LEK 432)

Module credits	16.00
NQF Level	08
Prerequisites	LEK 220, LEK 320 GS
Contact time	2 practicals per week, 3 lectures per week
Language of tuition	Module is presented in English
Department	Agricultural Economics Extension and Rural Develo
Period of presentation	Semester 2

Module content

This course covers data management, data exploration and analytical techniques commonly used for agricultural market analysis within a data science framework. It considers best practices in working with secondary data and covers regression analysis and inference testing as a means to estimate causal relationships between variables. Other analytical techniques will be covered, including cluster analysis. Analytical concepts will be applied and interpreted through practical estimation and simulation.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.