

University of Pretoria Yearbook 2016

Business management 114 (OBS 114)

Qualification Undergraduate

Faculty Faculty of Economic and Management Sciences

Module credits 10.00

Programmes BAdmin Public Management

BCom Accounting Sciences

BCom Agribusiness Management

BCom Business Management

BCom Communication Management

BCom Econometrics

BCom Economic and Management Sc

BCom Economics

BCom Entrepreneurship

BCom Financial Sciences

BCom Human Resource Management

BCom Informatics: Information Systems

BCom Investment Management

BCom Law

BCom Marketing Management

BCom Option: Supply Chain Management

BCom Recreation and Sports Management

BCom Statistics

BEd Senior Phase and Further Education and Training Teaching

BIS Information Science

BIT Information Technology

BSc Information Technology Information and Knowledge Systems

BSc(Computer Science) Computer Science

BHCS Heritance and Cultural Tourism

BSocial Work Social Work

BSocSci Industrial Sociology and Labour Studies

BConsumer Science Clothing: Retail Management

BConsumer Science Foods: Retail Management

BConsumer Science Hospitality Management

BSc Geoinformatics

Service modules

Faculty of Engineering, Built Environment and Information Technology

Faculty of Education

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

Prerequisites

May not be included in the same curriculum as OBS 155

Contact time

3 lectures per week

Language of tuition

Both Afr and Eng

Academic organisation

Business Management

Period of presentation

Semester 1

Module content

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit.

Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.