

University of Pretoria Yearbook 2016

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
Programmes	BAdmin Public Management
	BCom Agribusiness Management
	BCom Business Management
	BCom Communication Management
	BCom Economic and Management Sc
	BCom Economics
	BCom Entrepreneurship
	BCom Financial Sciences
	BCom Human Resource Management
	BCom Informatics: Information Systems
	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
	BSc Information Technology Information and Knowledge Systems
	BSc(Computer Science) Computer Science
	BHCSc Heritage 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	Admission to the examination in OBS 114
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 2

Module content

Responsible leadership and the role of a business in society. The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Looking at the window of opportunity. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

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.