



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
	BEEd 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 Sc 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

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).

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