



University of Pretoria Yearbook 2016

Business management 124 (OBS 124)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

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.

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](#)

[BHCS Heritige 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

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