



University of Pretoria Yearbook 2018

Business management 114 (OBS 114)

Qualification Undergraduate

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

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. Responsible leadership and the role of a business in society. 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).

Module credits 10.00

Programmes [BCom](#)

[BCom Accounting Sciences](#)

[BCom Agribusiness Management](#)

[BCom Business Management](#)

[BCom Econometrics](#)

[BCom Economics](#)

[BCom Entrepreneurship](#)

[BCom Financial Sciences](#)

[BCom Human Resource Management](#)

[BCom Informatics Information Systems](#)

[BCom Investment Management](#)

[BCom Law](#)

[BCom Marketing Management](#)

[BCom Statistics](#)

[BCom Supply Chain Management](#)

[BEd Senior Phase and Further Education and Training Teaching](#)



BIS Information Science

BIT

BSc Information and Knowledge Systems

BSocSci Heritage and Cultural Tourism

BSocSci Industrial Sociology and Labour Studies

BSW

BConSci Clothing Retail Management

BConSci Food Retail Management

BConSci 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 Separate classes for Afrikaans and English

Department Business Management

Period of presentation Semester 1

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