



University of Pretoria Yearbook 2019

Business management 124 (OBS 124)

Qualification Undergraduate

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

Module content Value chain management: functional strategies for competitive advantage; human resource management; managing diverse employees in a multicultural environment; motivation and performance; using advanced information technology to increase performance; production and operations management; financial management; corporate entrepreneurship.

Module credits 10.00

Programmes [BCom](#)

[BCom Agribusiness Management](#)

[BCom Business Management](#)

[BCom Economics](#)

[BCom Financial Sciences](#)

[BCom Human Resource Management](#)

[BCom Informatics Information Systems](#)

[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	Admission to the examination in OBS 114
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

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