



# University of Pretoria Yearbook 2020

## Business management 124 (OBS 124)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	Faculty of Economic and Management Sciences
<b>Module credits</b>	10.00
<b>Programmes</b>	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 Statistics and Data Science BCom Supply Chain Management BEd Senior Phase and Further Education and Training Teaching BIS Information Science BIT Information Systems 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
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education



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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

**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.

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