

University of Pretoria Yearbook 2021

Business management 124 (OBS 124)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	10.00
NQF Level	05
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 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
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

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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