

University of Pretoria Yearbook 2021

Business management 143 (OBS 143)

Qualification Undergraduate

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

Module credits 8.00

NQF Level 05

Programmes [BCom extended programme](#)

Prerequisites OBS 133; Only available to BCom (Four-year programme) students

Contact time 1 discussion class per week, 3 lectures per week, Foundation Course

Language of tuition Module is presented in English

Department Business Management

Period of presentation Semester 2

Module content

Introduction to and overview of general management, especially regarding the five management tasks, strategic management, contemporary developments and management issues, financial management, marketing, public relations. (Note: For marketing students, marketing is replaced by financial management, and public relations by small business management.)

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).

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