



# University of Pretoria Yearbook 2017

## 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>	BAdmin Public Management BCom BCom Agribusiness Management BCom Business Management BCom Economics BCom Entrepreneurship BCom Financial Sciences BCom Human Resource Management BCom Informatics Information Systems BCom Law BCom Marketing Management BCom Recreation and Sports Management BCom Statistics BCom Supply Chain Management BEd Senior Phase and Further Education and Training Teaching BIS Information Science 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



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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** Separate classes for Afrikaans and English

**Academic organisation** Business Management

**Period of presentation** Semester 2

### **Module content**

The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Creativity and innovation, opportunity finding and exploitation. The business plan and resource requirements are explored. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

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