

## Module: Business Management 171

<b>Module name:</b>	Business Management 171
<b>Code:</b>	BUM171
<b>NQF level:</b>	5
<b>Type:</b>	Elective – Bachelor of Information Technology
<b>Contact Time:</b>	30 hours
<b>Structured Time:</b>	6 hours
<b>Self-directed Time:</b>	34 hours
<b>Notional hours:</b>	70 hours
<b>Credits:</b>	7
<b>Prerequisites:</b>	None

### Purpose

The purpose of this course is to equip students with extensive knowledge on business management principles. It is also directed to those aiming to become entrepreneurs as well as managers or project leaders focused on business development. The course will dissect the value chain of a business and draw attention to the environment in which it operates. It will clearly outline the routes to entrepreneurship and conclude with details of managerial skills and roles required in a successful business.

### Outcomes

Upon successful completion of this module, the student will be able to:

- Demonstrate an informed understanding of Business Management principles and apply them.
- Select and apply an environmental analysis and to plan and manage an implementation process within a well-defined business environment.
- Identify, evaluate and solve defined, routine and new problems emerging from managerial tasks.
- Gather and evaluate information in order to make an informed decision when choosing a form of business.
- Analyse financial reports and make an informed decision on the financial state of a business.
- Demonstrate an understanding of the role and impact of information technology in a business.
- Communicate business information reliably, accurately and coherently, using business jargon.

### Assessment

Assessment is performed using a variety of instruments:

- Continuous evaluation of theoretical work through written assignments, a formative, and a summative test.
- Final assessment through a written examination.

## Teaching and Learning

### Learning materials

Lecturer hand-outs and samples.

#### *Prescribed Book*

- Business Management – IT without frontiers Series.

#### *Additional Reference material:*

- 📖 Erasmus, B., Rudansky-Kloppers, S., Strydom, J. (2016). *Introduction to Business Management*. Oxford. [ISBN: 9780190412807]

### Learning activities

The teaching is a combination between presentation of theoretical concepts and exercises and discussions. It is dialogue-oriented with mandatory assignments which must be completed during the course.

### Notional learning hours

Activity	Units	Contact Time	Structured Time	Self-Directed Time
Lecture		27.0		13.0
Formative feedback		3.0		
Project				
Assignment	2			6.0
Test	2		4.0	8.0
Exam	1		2.0	7.0
		<b>30.0</b>	<b>6.0</b>	<b>34.0</b>

### Syllabus

- Value Chain
  - ✓ Functional areas of a business
  - ✓ System with value adding elements
- Environmental analysis
  - ✓ Macro Environment
  - ✓ Market Environment
  - ✓ Micro Environment
- Routes to entrepreneurship
  - ✓ New business
  - ✓ Existing business
  - ✓ Franchising
- Establishing a business
  - ✓ Forms of ownership
  - ✓ Contractual agreements
- General Management and Leadership
  - ✓ Management skills and roles

✓ Leadership styles