

## Module: Business Management and Entrepreneurship 161

<b>Module name:</b>	Business Management and Entrepreneurship 161
<b>Code:</b>	BME161
<b>NQF level:</b>	5
<b>Type:</b>	Core – Diploma in Information Technology (all stream)
<b>Contact Time:</b>	48 hours
<b>Structured time:</b>	8 hours
<b>Self-directed time:</b>	24 hours
<b>Notional hours:</b>	80 hours
<b>Credits:</b>	8
<b>Prerequisites:</b>	End-User Computing 161, Business Communication 161

### Purpose

This module embodies the skills required to produce students who understand the business world and possess the competencies to navigate the business world successfully. It equips students with the capacity to develop a creative business and entrepreneurial mindset which identify needs, proffer solutions and drive change in a manner which creates value for all stakeholders in a global context.

### Outcomes

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

- Demonstrate an informed understanding of Business Management principles and apply these principles.
- 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.
- Demonstrate an informed understanding of the core areas of entrepreneurship and an informed understanding of the key terms, rules, concepts, established principles and theories in the field of entrepreneurship.
- Identify and evaluate business ventures in terms of problems to be solved and to apply solutions based upon sound economic principles.

### Assessment

Assessment is performed using a variety of instruments:

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

- Continuous evaluation through tracking of progress, offering support, guidance and provision of constant stream of opportunities to prove mastery of subject material and pursuing more challenging work as they master the basics.
- Final assessment through an examination.

## Teaching and Learning Materials

### Prescribed books (EBSCO)

- 📖 **Entrepreneurship and Business Management N4 Student Book and Workbook, L. Smit; M. Graham; A. van der Bijl (2021). Oxford. [ISBN-13 9780190740771]**

### Additional Reference material:

- 📖 **Erasmus, B., Rudansky-Kloppers, S., Strydom, J. (2016). Introduction to Business Management. Oxford. [ISBN: 9780190412807]**
- 📖 **Neck, M., Neck, C., Murray, E. (2017). Entrepreneurship: The Practice and Mindset. SAGE Publications. [ISBN: 9781483383521]**
- 📖 **Bamford, C., Bruton, G. (2015). Entrepreneurship: The Art, Science and Process for Success. McGraw-Hill Higher Education. [ISBN: 9780078023187]**

## Learning activities

The teaching approach combines various pedagogical methodologies in the form of discussions, role-play, real-world examples and more. Concepts that are learned, and their practical application in the business environment are compared with student experience and input.

## Notional learning hours

Contact	Distance	Other	Type of learning activities	% Learning
y	y	n	Lectures (face-to-face, limited interaction or technologically mediated)	40%
y	y	n	Tutorials: individual groups	20%
n	y	n	Syndicate groups	10%
n	y	n	Independent self-study of standard texts and references (study guides, books, journal articles)	10%
n	y	n	Independent self-study of specially prepared materials (case studies, multi-media, etc.	20%

## Syllabus

The syllabus covers introduction to business management and entrepreneurship, finding and developing a business idea, an analysis of the business environments, financing, leadership and being profitable. More specifically, the following areas will be explored:

1. Entrepreneurial skills and characteristics
  - Identifying small business ideas
2. The environment of a business venture

- Macro Environment
  - Market Environment
  - Micro Environment
3. Routes to entrepreneurship
    - New business
    - Existing business
    - Franchising
  4. Establishing a business
    - Forms of ownership
    - Contractual agreements
  5. General Management and Leadership
    - Management skills and roles
    - Leadership styles