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| <b>Faculty</b>                                    | Economic and Management Sciences  |
| <b>Home Department</b>                            | Management and Entrepreneurship   |
| <b>Module Topic</b>                               | Principles of Business Management   |
| <b>Generic Module Name</b>                        | Principles of Business Management 131/132   |
| <b>Alpha-numeric Code</b>                         | <b>MAN131/MAN132</b>  |
| <b>NQF Level</b>                                  | 5   |
| <b>NQF Credit Value</b>                           | 15  |
| <b>Duration</b>                                   | Semester  |
| <b>Proposed semester to be offered</b>            | First Semester – MAN131<br>Second Semester – MAN132   |
| <b>Programmes in which module will be offered</b> | BCom (1008), BCom Extended Curriculum (1751), BCom Part-Time (1101), BCom Accounting (1021), BCom Accounting Extended Curriculum (1753), BCom Fin Acc (1175), BCom Law (7211), BAdmin (1011), BAdmin Part-Time (1018), LLB (7162 & 7172)  |
| <b>Year Level</b>                                 | 1   |
| <b>Main Outcomes</b>                              | On completion of this module, a student should be able to: <ul style="list-style-type: none"> <li>• Explain the broader context within which businesses operate in South Africa.</li> <li>• Identify and illustrate the different types, processes and functional areas of businesses in South Africa.</li> <li>• Explain and interpret the factors that influence business functions in both the internal and external environments.</li> <li>• Describe and elaborate on the broader context of business success and management principles.</li> <li>• Apply business research methods, management decision-making and problem-solving techniques.</li> <li>• Develop a raised awareness of the importance of technology in business operations for the fourth industrial revolution.</li> <li>• Have the ability to research and orally articulate module content.</li> <li>• Have the ability to plan and work effectively with others in teams to achieve the above outcomes</li> </ul>  |
| <b>Main Content</b>                               | <ul style="list-style-type: none"> <li>• Overview of the business enterprise as a system</li> <li>• Historical development of the field of Management.</li> <li>• External and internal business environment</li> <li>• Entrepreneurship.</li> <li>• Establishing a business.</li> <li>• Principles of managing the main functional areas – marketing, employment relations/human resources, operations and finance</li> <li>• Functions of management – planning, organising, leading, controlling <ul style="list-style-type: none"> <li>• Introduction to Business Management</li> <li>• Introduction to Entrepreneurship</li> <li>• The business Environment</li> <li>• Corporate Social Responsibility</li> <li>• Introduction to General Management</li> <li>• Management Functions (Planning, Organising, Leading &amp; Controlling)</li> <li>• Introduction to Business Functional Areas (Marketing, HRM, Operations Management &amp; Financial Management)</li> <li>• Introduction to Basic Entrepreneurial Finance</li> </ul> </li> </ul> |
| <b>Pre-requisite modules</b>                      | Non-EMS Students- IEB131  |
| <b>Co-requisite modules</b>                       | None  |

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| <b>Prohibited module Combinations</b> | None  |                                       |  |
| <b>Breakdown of Learning Time</b>     | <b>Hours</b>  | <b>Timetable Requirement per week</b> | <b>Other teaching modes that does not require time-table</b> |
| Contact with lecturer/ tutor:         | 52  | <i>Lectures p.w.</i>                  | 4  |
| Assignments & tasks:                  | 19  | <i>Practicals p.w.</i>                | 0  |
| Practicals:                           | 0   | <i>Tutorials p.w.</i>                 | 1  |
| Assessment:                           | 3   |                                       |  |
| Self-study:                           | 76  |                                       |  |
| Other: Please specify                 | 0   |                                       |  |
| <b>Total Learning Time</b>            | <b>150</b>  |                                       |  |
| <b>Methods of Student Assessment</b>  | Continuous Assessment (CA): 60%<br>Final Assessment (FA): 40% |                                       |  |
| <b>Assessment Module type</b>         | Continuous and Final Assessment (CFA)                         |                                       |  |