



Undergraduate programmes

Syllabus

Business Management 1

Module Code: BM101
Credits: 20
IMM GSM: Year Level: 1
NQF Level: 5
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Understand the general background to the field of business management, including the environment in which an enterprise functions.

Explain the different management tasks that cover the fields of planning, organising, leading, motivation and controlling.

Discuss the functional areas of business, namely operations management, logistics management, financial management, human resources management and marketing management.

Understand entrepreneurship.

Construct a business plan.

Description of Units

Units	Description	Learning Outcomes
1	Introduction to Business Management as a science	Understand what the concept of business entails. Understand the concepts of profit seeking and non-profit seeking. Differentiate between the different economic systems in which a business may operate. Describe the different stakeholders that are influencing business.
2	The environment in which the enterprise operates	Understand the concept of systems thinking. Explain the level of control that that management has over the different organisational environments. Describe the micro-environment and how various management functions impact on the success of a business. Understand how the macro-environment impact upon the business and its continued existence. Analyse the impact of the environment on an organisation using a SWOT analysis.
3	The tasks of management	Understand the planning task. Grasp the organising task. Comprehend the leading task. Understand the motivation task. Explain the controlling function.
4	The functional areas of business	Know how to deal with operations management where the goods or services are manufactured or generated. Understand logistics management by which the flow of inputs and outputs are managed. Grasp the basic financial management principles. Explain human resource management which deals with attracting, developing and retaining personnel. Understand marketing management, especially identifying a target market and how to market a goods or services to the customer.
5	Entrepreneurship	Understand the nature and development of entrepreneurship. Identify the contribution of entrepreneurs to the economy. Discuss the differences between entrepreneurship, leadership and management. Describe the different types of business in which entrepreneurs can be involved.
6	Business plan	Describe the different components of a business plan. Produce a business plan.