



UNIVERSITY  
OF  
JOHANNESBURG

DEPARTMENT OF  
BUSINESS MANAGEMENT

# BACHELOR OF COMMERCE IN ENTREPRENEURIAL MANAGEMENT

## INFORMATION BROCHURE | 2022

(Code: B1CEMQ | NQF 7)

Application Period: 1 August – 31 October 2022

COLLEGE OF BUSINESS AND ECONOMICS  
SCHOOL OF MANAGEMENT  
DEPARTMENT OF BUSINESS MANAGEMENT

**The Future  
Reimagined**

# MASTER OF COMMERCE IN BUSINESS MANAGEMENT: MCOM



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## INTRODUCTION

The Bachelor of Commerce in Entrepreneurial Management (Code: B1CEMQ) graduate qualification is an NQF 7 level undergraduate programme in entrepreneurial management, offered by the Department of Business Management. This brochure provides information on the programme modules and the facilitation thereof, the admission procedure, the various opportunities for students and other relevant information. This qualification is one of a kind since it focuses on the development of entrepreneurial behaviour in a much wider sense than normally understood.

## PROGRAMME GOALS

This programme aims at delivering management graduates who will add value by acting entrepreneurially not only as possible new venture creators but also as employees in managerial or other capacities, in any organisation, be it business, government, nongovernmental, in education, politics or sport. There is not only an urgent and dire need for management graduates who will become successful self-employers, but also for managerial employees with global orientations and entrepreneurial abilities who will continuously add more value and provide fresh insights to enhance a business's or organisation's ability to compete and to be successful. With a qualification in BCom Entrepreneurial Management, you can be anything you want to be!

## WHO CAN BENEFIT FROM THE PROGRAMME?

Students who are looking

- to be employed in an organisation and assist to improve business performance and entrepreneurship development;
- for a management career in any business or organisation;
- at managing an existing small or medium organisation;
- at a management consultant or business advisor position;
- to start their own business;
- to support a family business;
- at following an academic career concentrating on research in the field of Entrepreneurship.

## THE TUITION MODEL

The programme is presented over three years on a full-time basis. Classes will be weekly during the daytime and class attendance is compulsory. The use of technology (for example, the Internet, email, uLink or Blackboard, Microsoft Word) is a requirement to write and present assignments, receive learning material, research topics and utilise opportunities for interactive discussions.

## THE LANGUAGE OF TUITION

Classes and the study material are presented in English. Therefore, class discussions and student participation will take place in English.

## MODULES OFFERED

FIRST YEAR					
SEMESTER MODULES					
First Semester			Second Semester		
Module Name	Module Code	NQF Credits	Module Name	Module Code	NQF Credits
Analytical Techniques 1A	Ate01a1	15	Business Management 1B	BMA21B1	16
Business Management 1A	Bma11a1	16	Economics 1B	ECO01B1	16
Economics 1A	Eco0a1	16	Financial Management 1B	FNM1B01	12
Accounting 1A	Acc01a1	12	Marketing Management 1B	MMA21B1	12
Marketing Management 1A	Mma11a1	12	Accounting 1B	ACC01B1	12
	5 Semester Modules	71 Credits		5 Semester Modules	66 Credits

SECOND YEAR					
SEMESTER MODULES					
First Semester			Second Semester		
Module Name	Module Code	NQF Credits	Module Name	Module Code	NQF Credits
Business Management 2A	BMA12A2	16	Business Management 2B	BMA22b2	16
Entrepreneurship 2A	ETS12A2	16	Entrepreneurship 2B	ETS22B2	16
Marketing Management 2A	mMA12A2	14	Marketing Management 2B	mMa22b2	14
Financial Management 2A	FNM02A2	16	Financial Management 2B	FNM02B2	16
Commercial Law 1A	COL41A1	16	Commercial Law 1B	COL41B1	16
	5 semester modules	78 credits		5 semester modules	78 credits

THIRD YEAR					
SEMESTER MODULES					
First Semester			Second Semester		
Module Name	Module Code	NQF Credits	Module Name	Module Code	NQF Credits
Business Management 3A	BMA13A3	16	Business Management 3B	BMA23B3	16
Entrepreneurship 3A	ETS13A3	16	Entrepreneurship 3B	ETS23B3	16
Marketing Management 3A	MMA13A3	16	Marketing Management 3B	MMA23B3	16
Financial Management 3A	FNM03A3	16	Financial Management 3B	FNM03B3	16
	4 semester modules	64 credits		4 semester modules	64 credits

## MODULE DESCRIPTIONS

MODULE NAME	MODULE DESCRIPTIONS
FIRST YEAR	
Accounting 1A	The purpose of this module is to understand and account for basic transactions and events in a profit-oriented entity and the financial reporting thereof in a contemporary environment.
Accounting 1B	The purpose of this module is to understand and account for basic transactions and events in a profit-oriented entity and the financial reporting thereof in a contemporary environment.
Analytical Techniques 1A	A student credited with this module will have developed a basic ability to define terms commonly used in Statistics, to show how a set of data can be organised in a meaningful way and presented so as to reveal or enhance its fundamental properties. The student will also be able to measure and model the linear relationship between two variables. A student credited with this module will have developed a basic ability to analyse a time series, understand and implement the basic concepts of probability, probability distributions, sampling distributions and elementary matrix operations.
Financial Management 1B	The purpose of this module is to provide the student with a basic, yet applicable knowledge of fundamental concepts of finance, and equip the student to realise where each of these concepts fits into the financial management function.

Marketing Management 1A	The purpose of this module is to introduce students to marketing principles in a variety of business contexts. Students will learn how concepts such as the marketing mix elements, segmentation, targeting and positioning are developed, implemented, and evaluated. Students will further develop an understanding of the core elements of the marketing process and will acquire some practical skills needed to make marketing decisions.
Marketing Management 1B	The purpose of this module is to introduce students to the fundamentals of marketing management, including the extended marketing mix, relationship marketing, business-to-business marketing, the marketing research process and new technologies in the marketing field.
Business Management 1A	The purpose of this module is to introduce students to the main themes and concepts of Business Management, the business environment and its interactive sub-environments. Furthermore, students will be provided with a global overview of general management as a management function and prepare them for challenges in the South African business environment. This module is designed to provide the student with intellectual competencies, practical skills and an understanding of management based on historical and modern approaches as well as the management tasks, namely planning, organising, leading and control.
Business Management 1B	The purpose of this module is to develop the students' fundamental theoretical and academic knowledge to provide them with an overview of management functions and prepare them for challenges in the South African business environment. This module will also equip the student with fundamental academic knowledge, intellectual competencies, and practical skills to apply to the functional areas of a business.
Economics 1A	The purpose of this module is to introduce students to basic introductory economic concepts and basic microeconomics.
Economics 1B	The purpose of this module is to introduce students to basic macro-economy theory, concepts and issues.
<b>SECOND YEAR</b>	
Business Management 2a	The purpose of the module is to develop an understanding of the inter-relationship between the various management functions in an organisation through the interpretation and application of theory, standards and principles.
Business Management 2B	The purpose of the module is to develop an understanding of the inter-relationship between the various management functions in an organisation through the interpretation and application of theory, standards and principles.
Commercial Law 1A	Upon the successful completion of this module, a student will achieve knowledge and a broad understanding of the basic components/ principles of the law of contract and its requirements for the validity of contracts.

Commercial Law 1B	Upon the successful completion of this module, a student will have a broad overview of general principles relating to the law of partnership, company law, close corporations law and business trust law.
Entrepreneurship 2A	The purpose of this module is to develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of the underlying theories, models and approaches to the concept of entrepreneurship and entrepreneurial management, creativity, innovation and innovation strategies. To equip students with the knowledge that will enable them to critically reflect on these concepts within the field of this discipline.
Entrepreneurship 2B	The purpose of this module is to develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of the underlying theories, models and approaches to identify and reclaim business opportunities and ideas, risk decision making, viability issues, formulating business plans, market analysis, capacity building and logistics, as well as with regard to the importance of corporate entrepreneurship as a key ingredient for organisational success and its implications for management processes, decisions, structure, culture and strategy.
Marketing Management 2A	The purpose of this module is to introduce students to the psychological and behavioural concepts and theories relating to consumer behaviour and the consumer decision-making process. The module will provide an overview of the macro-environmental and regulatory forces that influence consumer behaviour. The module will explore the influence of individual factors and socio-cultural factors that affect consumer behaviour.
Marketing Management 2B	<p>The purpose of this module is to provide the student with the knowledge and understanding of services marketing as an integral part of the 21st century. Due to the immense growth of the service sector in recent years, students must develop intellectual competencies and practical skills to be future marketers within a service environment.</p> <p>This module will introduce students to the basic principles underlying services marketing and will more specifically address the importance of service quality management, service development and design, the service delivery process, how organisations should manage employees', customers' and the environment's role in service delivery, building customer relationships and loyalty and lastly how service recovery occurs.</p>
Financial Management 2A	The purpose of this module is to provide the student with a basic, yet applicative knowledge of fundamental concepts of finance, and where each of these concepts fits into the financial management function.

Financial Management 2B	The purpose of the module is to provide students with a comprehensive introduction to cost and management accounting theory and practice by equipping them with an understanding of the different cost accounting terminology, cost components and cost classifications; the skill to use various methods and techniques to accurately cost and record the value of inventory for financial- and cost accounting purposes; the skill to measure relevant costs for short-term decision-making purposes; and the ability to generate analyses and evaluate budgets needed for the control of the present and projected performance and the competency to use these together with different costing systems to evaluate actual performance.
<b>THIRD YEAR</b>	
Business Management 3A	The purpose of this module is to provide the student with knowledge, interpretation, analysis and an understanding of strategic management as a long-term management process focusing on the strategic management planning process considering the organisational vision and mission; all the internal and external inputs; the formulation, interpretation and application of the appropriate strategies, and the implementation and institutionalisation of the selected strategies.
Business Management 3B	The purpose of this module is to provide the student with knowledge, interpretation and an understanding of dynamic management issues. This module will further an appropriate understanding of decolonisation and Africanisation as well as an in depth understanding of risk management.
Entrepreneurship 3A	The purpose of this module is to develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of the underlying theories, models and approaches regarding the entrepreneurial oriented organisation to sustain and grow such a business in the SMME and corporate context.
Entrepreneurship 3B	The purpose of this module is to expose students to entrepreneurial activities. It further enhances the student to successfully launch and grow his or her own venture. Additionally, the module will equip students to think conceptually and critically about the role of the individual in developing entrepreneurial practices in various occupational contexts. The module will expose the student to a variety of potential opportunities to develop a business plan under selected mentorship within a business environment.
Marketing Management 3A	The purpose of this module is to focus on guiding the student through the marketing research process and enables them to conduct and present sound marketing research. The aim is to develop the intellectual competencies and practical skills needed to make a range of decisions relating to the marketing research process and to be able to conduct a marketing research project.



Marketing Management 3B	The purpose of this capstone module is to equip students with the integrated knowledge needed to develop strategic marketing plans that empower organisations to successfully compete and secure future growth prospects in their respective markets. The secondary purpose of this module is to provide students with a holistic view of the role, power and strategic importance of the marketing function in an organisation.
Financial Management 3A	The purpose of this module is to provide students with advanced competencies in applying cost and management accounting theory and practice by equipping them with the skill to apply different costing systems; to measure relevant costs for short-term decision-making purposes; and the ability to generate analyses and evaluate budgets needed for the control of the present and projected performance and the competency to use these together with different costing systems to evaluate actual performance.
Financial Management 3B	The purpose of this section is to provide qualifying students with the skills to evaluate and select long-term investment options and to make decisions regarding the financing of an enterprise and its long-term assets. They would also be provided with the skills to value business operations using different valuation methods and analyse financial information.

## ASSESSMENT PRACTICES

Students in this programme are continuously assessed through formative and summative assessments. You are referred to the Academic Regulations for assessment details.

## LECTURE ATTENDANCE AND PARTICIPATION

Class attendance and active participation are very important because we learn from one another. Your opinions and thoughts on the assigned study material and on the reading of current news articles that focus on events in the study field are important. A constructive contribution may include observations and questions about the course material as well as current events and answers to questions raised by fellow students. Examples from your personal and/or organisation's experience are appropriate forms of contributions. Expect to be called upon to partake in class discussions.

## FUTURE STUDIES

After you have graduated you can study:

- BCom Honours (Strategic Management)\*
- BCom Honours (Marketing Management)\*
- MCom (Business Management) with specialisation in Business Management or Marketing
- Management (course-based Masters)\*
- MCom (Business Management) full dissertation\*
- MCom (Marketing Management) full dissertation\*
- DCom (Strategic Management)\*
- DCom (Business Management)\*
- PhD (Marketing Management)\*

\* Admission requirements must be met. Apply for status.

## ADMISSION REQUIREMENTS

- Recommended APS score: 28
- Mathematics 4
- Language of teaching and learning 4
- Other recognised language 3
- Life Orientation 4
- Two other subjects 4
- One subject 3

**PLEASE NOTE: Mathematics Literacy – NOT ACCEPTED**

\* Meeting the admission criteria does not guarantee acceptance into the course. Annually only 60 students are accepted to this programme.

## HOW AND WHEN TO APPLY

The application period is 1 August – 31 October 2022. Successful candidates will be notified towards the end of November.

Applicants must apply at our Enrolment Centre.

At our Enrolment Centre, we have TWO different methods of applying. You have the option to choose only ONE, please use the below URL and click on Application Process to make your selection.

a. URL [www.uj.ac.za/EN/StudyatUJ/](http://www.uj.ac.za/EN/StudyatUJ/) (Student Enrolment Centre)

Please select ONE of the following TWO methods:

- Online Web Application
- Paper-based Application

b. Please check your admission status on the following URL: <https://student.uj.ac.za/status.aspx>

## FEES

The Department of Business Management does NOT deal with fees and finances. For a breakdown of the correct and updated fee structure, please contact the Finance Department at 011 559 4531.

**NB: PLEASE NOTE THAT FEES MAY CHANGE ACCORDING TO UNIVERSITY POLICIES.**

## HOW TO CONTACT US

For more information, you can visit the website of the Department of Business Management. (<http://www.uj.ac.za/EN/Faculties/management/departments/bm>) or contact:

Mr Lefu Khiba (APK)  
Call: 011 559 3348  
Email: [Ldkhiba@uj.ac.za](mailto:Ldkhiba@uj.ac.za)

OR

Dr Cashandra Mara (APK)  
Programme Coordinator  
Call: 011 559 4432  
Email: [cmara@uj.ac.za](mailto:cmara@uj.ac.za)

OR

Visit our website: [www.uj.ac.za/businessmanagement](http://www.uj.ac.za/businessmanagement)

