



Business Management (Online course)

Presented by the Department of Business Management,
University of Pretoria

The **Business Management** short course will introduce you to the fundamentals of business management, including the techniques, processes and procedures for sound business acumen. You will not only gain theoretical and practical knowledge of basic managerial competencies, but you will also develop the requisite skills for more effective workplace performance and enhanced organisational productivity. The course also gives you a closer look at developing relevant marketing material, interpreting organisational performance with financial ratios, drawing up income statements and balance sheets, identifying and optimising value-adding activities, as well as strategising on the basis of the results of micro- and macro-environmental analyses.

Course content

- A value-chain perspective of business management
- Environment analysis
- Management and leadership
- Financial management
- Human resource management
- Production management
- Inbound logistics
- Marketing management

Learning outcomes

After successfully completing this course, you will be able to

- undertake meaningful SWOT analyses with a thorough understanding of the dynamic environment in which organisations operate
- strategise on the basis of results of micro and macro-environmental analysis
- identify and optimise value-adding activities in an organisation's operating system
- deploy different approaches for motivation and leadership so as to generate better staff performance
- develop a business model, and
- effectively manage primary and secondary activities of an organisation.

Who should enrol?

This course is ideal for you if you are a first-level manager, imminent manager or anyone interested in developing business management competence.

Course fees

Course fees must be paid in full 14 days prior to course start dates. Proof of payment can be submitted to enrolments@enterprises.up.ac.za.

Admission requirements

Prospective delegates should at least have a National Senior Certificate (Grade 12) or equivalent qualification.

Accreditation and certification

Enterprises University of Pretoria (Pty) Ltd is wholly owned by the University of Pretoria. As a public higher education institution, the University of Pretoria functions in accordance to the Higher Education Act 101 of 1997. Enterprises University of Pretoria offers short courses on behalf of the University and these short courses are not credit-bearing, and do not lead to formal qualifications on the National Qualifications Framework (NQF) – unless stated otherwise. Delegates who successfully complete a short course and comply with the related assessment criteria (where applicable) are awarded certificates of successful completion and/or attendance by the University of Pretoria.

Registration and enquiries

Client Information Centre

Tel: +27 (0)12 434 2500
Fax: +27 (0)12 434 2505
Email: info@enterprises.up.ac.za

Course leader

Eresia-Eke, C.E (PhD)
Department of Business Management
Monitoring and Evaluation, Stakeholder Management, Risk Management and Quality Management

Shifting knowledge to insight

 www.enterprises.up.ac.za

 +27 (0)12 434 2500  +27 (0)12 434 2505  info@enterprises.up.ac.za  Private Bag X41, Hatfield, 0028

For quotations on in-house training, email quote@enterprises.up.ac.za