MBA PROGRAMME: 2015

COURE OUTLINE: Module: The Changing Business Environment

SUBJECT CODE: CBMA191

STUDY GUIDE AND COURSE OUTLINE

1. Lecturing Dates.
2. Module Designation.
3. Entry Assumptions
4. Underpinning Knowledge
5. Notional Hours.
6. Methodology
7. Assessment of Students
9. Facilitator and Contact Information.
10. Consultation Hours.
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12. Instructional Style.
13. Course Content.
15. Recommended Reading.

16. Assessment of Students.

17. Assignments.

18. Assignment Submission Dates and Test Dates.

19. Study Schedule.

APPENDIX A: MARK SHEET INDIVIDUAL ASSIGNMENT

APPENDIX B: MARK SHEET GROUP ASSIGNMENT

1. **LECTURING DATES**: 02 FEBRUARY 2015

   23 February 2015
   23 MARCH 2015
   13 April 2015
   18 MAY 2015

   **MODULE DESIGNATION**
   - Qualification standard(s): MBA
   - Faculty: Management and Law
   - School: Graduate School of Leadership
   - Department: MBA Programme
   - Discipline: Management
   - Name of Module: The Changing Business Environment
   - Module Code: CMBE191
   - NQF Field: Business Management
   - NQF Sub – Field: Management
   - NQF Level: 08
   - Year Level: 02
   - Credit Total: 12
   - Issue Date: 01 January 2015
   - Expiry Date: 31 July 2015
   - Implementation date: 01 January 2015

   3. **ENTRY ASSUMPTIONS**: First degree or equivalent

4. **UNDERPINNING KNOWLEDGE**: General Management first Year MBA – level

5. **NOTIONAL HOURS**

<table>
<thead>
<tr>
<th>Student Activity</th>
<th>Hours for whole module</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>40</td>
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<tr>
<td>Reading</td>
<td>46 46</td>
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<tr>
<td>Tutorials</td>
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<td>Assessment</td>
<td>30</td>
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<tr>
<td>TOTAL</td>
<td>120</td>
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</tbody>
</table>
6. **METHODOLOGY**: Lectures, group discussion, tutorials and case studies

7. **ASSESSMENT OF STUDENTS**
   Individual assignments, assignments, case studies, test and examination.

8. **MODERATION**: External

9. **FACILITATOR AND CONTACT INFORMATION**:

   Dr L.J.E. Beyers  
   Tel: 015 290 2856  
   Fax: 0867549664  
   E-mail: lourens.beyers@ul.ac.za; Office No:1012, First Floor, Block B, Edupark.

   **CONSULTATION HOURS**
   Students are welcome to the facilitator during office hours at the above contact to arrange an appointment for consultation.

10. **PERFORMANCE OUTCOMES**
    After completion of this module, the student must be able to:
    - Understand the Business world and Business Management
    - Understand the value of entrepreneurship to the South African economy
    - Establish a business
    - Evaluate the impact of the business environment
    - Understand the General Management function
    - Meet Human Resources requirements in organisation
    - Lead people in the organisation
    - Motivate workers
    - Control the Management process
    - Understand the Marketing process
    - Appreciate the value of Public Relations in the organisation
    - Implement and Manage the Operations Management function
    - Understand Purchasing and Supply Management
    - Understand Contemporary Management Challenges

11. **INSTRUCTIONAL STYLE**
    The aim of this course is to apply practice: oriented lecturing that the student to apply the knowledge in the work environment, the instructional style consists of:
    - Lectures
    - Individual assignments
    - Group assignments
    - Group discussions
    - Tests and
    - Examination
    - Case studies
    - Class presentations
    
    High emphasis is placed on the practical application of theory.
    The aim of the course is also student - orientated students must consistently attempt to reach a high level of independent study. Study units must be prepared in accordance with
the course content and course programme students must further enhance their learning experience by doing extra reading from the list of additional material

12. **COURSE CONTENT**

- THE BUSINESS WORLD AND BUSINESS MANAGEMENT
- ENTREPRENEURSHIP
- THE ESTABLISHMENT OF A BUSINESS
- THE BUSINESS ENVIRONMENT
- INTRODUCTION TO GENERAL MANAGEMENT
- THE BASIC ELEMENTS OF PLANNING
- ORGANISING
- LEADERSHIP: LEADING PEOPLE IN THE ORGANISATION
- MEETING HUMAN RESOURCES REQUIREMENTS AND DEVELOPING EFFECTIVENESS IN HR
- MOTIVATING AND MANAGING HUMAN RESOURCES
- CONTROLLING THE MANAGEMENT PROCESS
- THE MARKETING PROCESS
- THE MARKETING INSTRUMENTS
- PUBLIC RELATIONS
- THE OPERATIONS MANAGEMENT FUNCTION
- OPERATION MANAGEMENT: ACTIVITIES, TECHNIQUES AND METHODS
- PURCHASING AND SUPPLY MANAGEMENT
- CONTEMPORARY MANAGEMENT CHALLENGES IN BUSINESS MANAGEMENT

13. **PRESCRIBED BOOK**

**TITLE:** INTRODUCTION TO BUSINESS MANAGEMENT

**AUTHORS:** DU TOIT; ERASMUS; STRYDOM

**PUBLISHERS:** OXFORD: SOUTH AFRICA

**EDITION:** 9TH EDITION

**PUBLICATION DATE:** 2013

14. **RECOMMENDED READING**

DATABASES USED BY UNIVERSITY OF LIMPOPO LIBRARY

1. [www.sabinet.co.za](http://www.sabinet.co.za)
SA E – Publications
User ID: 350010j0
Password: 3500diw

For online reference services on Sabinet
User ID: 350010w9
Password: 3500

2. [http://search.epnet.com](http://search.epnet.com)
ebscohost
USER ID: S8403295
Password: Password

3. www.sciencedirect.com
Science Direct
No Password required

4. www.emeraldinsight.com
Emerald
User ID: zstud
Password: student


Hard Copy Journals in the Library of University of Limpopo

Management journals
1. Academy of Management Journal
2. Academy of Management Review
3. Journal of Management
4. Journal of management Development
5. Journal of Management Education
6. Journal of Management Studies
7. Journal of Business Management
8. Management Science
9. Management Today
10. Management Learning

Financial Management Journals
1. Financial Forum
2. Financial Mail
3. Finansies en Tegniek
4. Public Finance Review
5. Public Finance Quarterly

Information Technology Journals
1. Information Management and Technology
2. Information Processing and Management
3. Information Sciences Application
4. Information Systems

Statistics Journals
1. Annuals of Statistics
2. Commodity Trade Statistics
3. Statistics
4. Stats
7. Statistical Journal

Human Resource Management Journals
1. Human Resource Management
2. Human Resource Management (SA)
3. Human Resource Abstract
4. Human System Management
5. Journal of Human Resources

Marketing Journals

1. Marketing Mix
2. Marketing Science

15. **ASSESSMENT OF STUDENTS**

**FORMS OF ASSESSMENT:**

Individual assignments, group assignments, case studies, tests and examination

16.1 **Formative continues education:** 50% of the final work
   - Test 1 33⅓%
   - Individual assignment 33⅓%
   - Test 2 33⅓%
   - Total: 100%

16.2 **Summative assessment:**
   50% of final mark end of semester
   Final mark: = 100% (Year mark + Exam mark ÷2)

**ASSIGNMENTS**

PLEASE NOTE THE FOLLOWING:

Assignments must be handed in on the scheduled due date. The following penalties will apply for the late handing in of assignments:
   - 10% reduction within the first three (3) days.
   - 20% reduction within seven (7) days.
   - No assignments will be accepted after seven (7) days.

**INDIVIDUAL ASSIGNMENTS**

**TO BE ANNOUNCED IN CLASS**

Please pay special attention to references and Quotes used in your assignment. THE HARVARD method of reference is used for all management sciences subjects. Furthermore, make sure that your bibliography is technically correct. Contact the librarian of the faculty of management if you need advise on how to do references, quotes and the technical requirements of your bibliography.

**TEST & ASSIGNMENT SUBMISSION DATES:**

Will be given in class

Test nr 1:
Individual Assignment
Test nr 2:

**RELATIONSHIP TO THE PROGRAMME OUTCOMES**

19. STUDY SCHEDULE: MB MBPM 811

FIRST SEMESTER 2015

<table>
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<tr>
<th>DATE</th>
<th>TOPICS</th>
<th>READING</th>
<th>Assignments and Test Dates</th>
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<tr>
<td>02 February 2015</td>
<td>Introduction to Business Management.</td>
<td>Chapters 1 to 6</td>
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<td>23 February 2015</td>
<td>General Management Principles</td>
<td>Chapters 7-12</td>
<td>Test no 1</td>
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<td>23 March 2015</td>
<td>The Functional Management of the Organisation</td>
<td>Chapters 12,13,14,16</td>
<td>Assignment</td>
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<td>13 April 2015</td>
<td>The Functional Management of the Organisation</td>
<td>Chapters 20,21,</td>
<td>Test no Two</td>
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<td>18 May 2015</td>
<td>The Functional Management of the Organisation</td>
<td>Chapter 22 &amp;</td>
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### APPENDIX A

**UNIVERSITY OF LIMPOPO**
**TURFLOOP GRADUATE SCHOOL OF LEADERSHIP**
P.O. Box 756, FAUNA PARK, 0787
Telefax: 015 290 2832/35
Email: Lourens.beyers@ul.ac.za

**MARK SHEET:**

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<td>Content, Analysis and Presentation</td>
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<td>Language and Technical Formatting</td>
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<td>The Selection and Systemization of Information</td>
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<td>6</td>
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**COMMENTS:**

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# APPENDIX B

## UNIVERSITY OF LIMPOPO
TURFLOOP GRADUATE SCHOOL OF LEADERSHIP
P.O. Box 756, FAUNA PARK, 0787
Telephone: 015 290 2856
Tele Fax: 015 290 2832/35
Email: lourens.beyers.ac.za

## MARK SHEET: GROUP ASSIGNMENT

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<td><strong>7.</strong> Conclusion and Recommendation</td>
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**SUB : TOTAL** 100

**CLASS PRESENTATION (OPTIONAL)** 20

**TOTAL** 120

**PERCENTAGE MARK** %

**COMMENTS:**

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