

BCom with specialisation in Business Management



Programme Overview

A Bachelor of Commerce degree with a specialisation in Business Management is a programme that focuses on developing skills and knowledge in effectively overseeing and leading a functional area in a business, and ultimately leading a business. It covers general management, strategic management, and business functions, preparing students for careers in various industries.

The programme is an excellent fit for a person who wants, at the undergraduate level, to develop broad knowledge and skills in managing a business.

Who should apply?

- Individuals seeking a broad and integrated understanding of various business functions (e.g., marketing, finance, HR).
- Individuals aspiring to take up a management position in a business.
- Those who enjoy developing plans and managing groups of people to achieve the outcomes of those plans.
- Analytical thinkers who enjoy analysing data, solving problems, and making informed decisions.
- Individuals interested in starting their own businesses.

www.ufs.ac.za

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transforming lives
through quality,
impact, and care.*

VISION 130
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towards 2034

UNIVERSITY OF THE
FREE STATE
UNIVERSITEIT VAN DIE
VRYSTAAT
YUNIVESITHI YA
FREISTATA



UFS
ECONOMIC AND
MANAGEMENT SCIENCES
BUSINESS MANAGEMENT

Why study Business Management at the UFS?

The bachelor's degree in Business Management at the UFS is versatile and will provide students with the academic knowledge and skills for career opportunities in different functional business areas. The Department also collaborates with business partners to provide students with opportunities to solve their marketing problems. Through these student-business engagements, students develop and foster employability skills relevant to the current and future world of work.

The Department also runs a Business Management start-up initiative (BSMI) that provides students with the platform to translate their entrepreneurial ideas into viable businesses. It is an opportunity for aspiring entrepreneurs to move through a well-structured process accompanied by mentors (industry and academic) through the venture creation process.

Career opportunities

A Bcom Business Management degree is the starting point to a career in the following areas:



Business Analytics



Project Management



General Management



Risk Management



Sales



Retail Management



Management Consultancy



Logistics and Distribution Management

Future entrepreneurs would also benefit from this programme as they will acquire knowledge and develop skills to oversee various business functions of their entrepreneurial venture.

Curriculum

First academic year (compulsory modules)

Business functions	General management
Business dynamics	Introduction to individual differences
Quantitative methods for business	Academic literacy
UFSS1504 (Undergraduate Core Curriculum)	Introduction to information systems
Systems infrastructure and integration	

Second academic year (compulsory modules)

Accounting	Basic financial management
Commercial law	Strategic management
Supply chain management	Economic systems and basic microeconomics
Introduction to macroeconomics	

Third academic year (compulsory modules)

Strategic marketing	Macroeconomics
Digital marketing	Microeconomics
Entrepreneurship	Small business management
Market research	

Minimum Admission Requirements

- AP = 28
- English = Achievement level 4 (50%)
- Mathematics = Achievement level 3 (40%)

How do I apply for this programme?

The following link will direct you to the UFS Application site:
<https://apply.ufs.ac.za/Application/Start>

Where can I get more information?

<https://www.ufs.ac.za/econ/departments-and-divisions/business-management-home>

Student / Alumni quote



“Studying at the University of the Free State has been a fantastic experience. I can testify to the department’s dedication to quality education, student success and providing opportunities to network and apply what we learn in the real world.

Studying here has truly prepared me for the business world, making it an ideal place for personal and professional growth” – **Kay-Leigh van Rooyen**