

## MODULE DESCRIPTIONS

### ACCOUNTING I

This module introduces students to the basic principles of accounting. The double-entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

### BUSINESS COMMUNICATION

Communication is the foundation of organisational interaction. Business communication pertains to a special skill set that will allow students to interact effectively in all the components of verbal communication, i.e. listening, speaking, reading, and writing. This module develops these skills so that students understand the fundamentals of communication and can build relationships with colleagues and clients, communicate clearly in various contexts, explain concepts, manage conflict, and interpret different situations effectively within the business environment.

### BUSINESS LAW

This module will provide students with a general understanding of specific areas of the law applied in commerce. It provides students with knowledge of the basic concepts, terminology, and principles of the specific areas of the law forming part of Business Law. Students will be equipped with the knowledge, skills and competencies to solve basic legal problems relating to specific contracts, insurance contracts, basic aspects of intellectual property law, business enterprises, competition law, trusts, and insolvency. Students are introduced to the sources of the different areas of the law forming part of Business Law to enable them to extract principles from these sources and apply them to factual situations.

### BUSINESS MANAGEMENT I

This module introduces students to business management as a science and to managerial theories, roles, and responsibilities. Students will learn how to perform the critical functions of a manager and a leader in organisations, such as planning, organising, leading, and control. Apart from these fundamental competencies, the module guides students to perform selected management functions within various contexts, such as the manufacturing environment, managing employees, marketing, the economic environment, and purchasing and supply.

### CORPORATE GOVERNANCE

Corporate Governance will instil an awareness of the principles of corporate governance that will enable critical assessment of the corporate governance environment of organisations and the implementation of the recommendations of the King Code of Governance for South Africa in organisations.

### DEVELOPMENT ECONOMICS

In many countries of the world and international bodies, economic development is a vitally important issue. The module deals with issues such as measurement of developmental aspects (e.g., economic growth), population growth and income distribution, poverty, inequality, and development. It also addresses urbanisation and migration, education and health in economic development, agricultural transformation and rural development, international trade theory, and development strategy. The module also includes finance and fiscal policy for development and development policymaking and planning.

### DISASTER RISK REDUCTION I

Disaster risk reduction is the practice of reducing disaster risks through systematic efforts to analyse and reduce the causal factors of disasters. It includes reducing exposure to hazards, lessening the vulnerability of people and property, efficient land and environmental management, and improving preparedness and early warning for adverse events. Students will learn about disaster and community-based risk reduction and management and equip themselves with the competencies required to function internally and externally within a professional environment.

### DISASTER RISK REDUCTION II

Disaster risk reduction includes disaster mitigation and preparedness and is also part of sustainable development. The module deals with disaster risk reduction affecting society, the Government, and the private sector. Post-disaster rehabilitation and recovery encompass support strategies for restoring human-centred services and infrastructure.

Disaster risk reduction requires a people-centred and multi-sectoral approach, building resilience to multiple, cascading, and interacting hazards, and creating a culture of prevention and resilience. This module will equip students with the competencies required to operate internally and externally within a professional environment.

### DISASTER RISK REDUCTION III

Disaster risk reduction includes disciplines such as disaster management, mitigation, and disaster preparedness and is also part of sustainable development. The module involves society, the Government, and the private sector. Students will understand how to strengthen the resilience of populations in the event of disasters by giving an ethical content to the risk-reduction measures, such as prevention, assistance, reduction of vulnerability, and reconstruction centred on sustainable development, the protection of human rights, and the reduction of human vulnerability linked to gender, social, and environmental matters. This module equips students with the competencies required to function internally and externally within a professional environment.

### ECONOMICS FOR MANAGERS I

This module introduces key concepts of Economics. Amongst other things, students will be exposed to what Economics is, the concept of the market, demand and supply and the utility function. Students will be able to better understand their firms by being grounded in the concepts of production and costs. Their understanding will be further bolstered when they are exposed to the circumstances under which their companies operate i.e., in the context of monopolies, or oligopolies.

## END-USER COMPUTING

End user computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

## ENTREPRENEURSHIP AND INNOVATION MANAGEMENT I

This module introduces the role of entrepreneurs in South Africa and their challenges. Students will be able to conceptualise essential aspects such as formulating entrepreneurial ideas, business plans, and start-up models, and the intricacies and legalities involved in starting a business. The module deals with the intricacies of developing feasible and viable products and services and the essential principles of marketing, brand management, advertising, and public relations needed for entrepreneurial success. The module discusses matters such as sales management protocol for aspiring entrepreneurs and the importance and most effective ways of managing cash flows in an entrepreneurial business, which is a prerequisite for surviving in this challenging environment.

## ENTREPRENEURSHIP AND INNOVATION MANAGEMENT II

This module teaches students to interpret financial and accounting information and understand the employment process from an entrepreneur's perspective. It also assists students in understanding the importance of operations management functions and the technical challenges facing entrepreneurs, such as taxation, insurance, BEE, contracts, and intellectual property laws. The module explains the process and challenges of growing a business, starting a business using technology, and online start-ups, including hybrid models and risk assessment.

## ENTREPRENEURSHIP AND INNOVATION MANAGEMENT III

This module contextualises entrepreneurship, its role, and its importance within the small business environment. Students will be required to evaluate the value of establishing an entrepreneurial business or small business with integrity, discuss the intricacies of franchises and buyouts, and create a business plan for a small business. Students will be required to analyse the intricacies, advantages, and disadvantages of various types of start-ups, implement financial forecasting techniques to assist in planning a business venture, and consider the harvesting or exit strategies available to entrepreneurs. The module develops a solid understanding of the role and importance of customer relationship management, making specific references to the use of technology and the impact of psychological and sociological influences. It also prepares students to deal with the intricacies of product and business development and the advent of global entrepreneurial expansion.

## FINANCIAL MANAGEMENT

Understanding the fundamentals of an entity's finances is essential for business managers at all levels. This module supports the development of this competence by teaching students' critical financial fundamentals such as financial statement analysis, cash flow and financial planning, the time value of money, and how to value shares. It also teaches the fundamentals of risk and return, cost of capital, capital budgeting techniques, capital structure, and working capital management.

## GOVERNMENTAL ECONOMICS

Governmental Economics deals with matters such as the role of Government in the economy, including social expenditure, public expenditure and (its) growth, the economics of taxation, fiscal and public debt policies, and fiscal federalism. It describes the Government's role in reducing inequality and poverty, the taxation of companies, and the different views on fiscal policy and public debt.

## HUMAN RESOURCE MANAGEMENT I

This module exposes students to the management of the organisation's human resources (people) and includes sourcing, selection, development, retention, and deployment of these resources. The module contents subscribe to the HR Systems Model presented by the SA Board for People Practices (SABPP). The module deals with HRM functions in detail but excludes education, training, and development (ETD). It includes an introduction to human resources management, equalising opportunities, workforce planning, recruitment, and selection and performance management.

## HUMAN RESOURCE MANAGEMENT II

Businesses operate in an environment affected by macro-environmental factors, causing them to re-evaluate themselves externally and internally. This module focuses on formulating human resource management (HRM) strategies, structural decisions and considerations, and managing change and transformation. It further addresses HRM-related measurements, evaluation, information, and reporting. It also focuses on the termination of employees and strategic issues relating to HRM.

## HUMAN RESOURCE MANAGEMENT III

Businesses operate in environments affected by macro-environmental factors ranging from the Fourth Industrial Revolution (IR4), technology, and legislative matters to globalisation, causing them to re-evaluate themselves externally and internally. This module focuses on topics such as human resource management's role in the evolving paradigm, human resources and the competitive advantage, HR and leadership in the new world of work, the strategic role of HRM, talent management, international HRM, HRM and the electronic era, and HR measurement and risk.

## INFORMATION MANAGEMENT

Management Information Systems (MIS) focuses on integrating people, processes, and information systems within a business, and how the business is doing business. It also focuses on leveraging technology, people, and processes to help improve, transform, and support the business operations. MIS also looks at the management of information and communication technology within the business operations. The module aims to give students an understanding of the business, managing the generation, design, distribution, maintenance, storage measurement, application, circulation, archiving and disposal of corporate information using management information systems (MIS). Students can also expect to understand computer databases, networks, and security and learn how to help people use technology better.

## LABOUR LAW I

In this module, students will obtain knowledge of the principles of Labour Law that will enable fundamental reasoning and the identification and application of the principles of Labour Law that will guide decision-making and action to represent clients successfully.

## LEADERSHIP

In this module, students will be instilled with an awareness of the principles of leadership that will enable fundamental reasoning and the identification and application of the principles that will guide decision-making and ethical actions in the African leadership context.

## LOGISTICS MANAGEMENT I

This module equips students with the basic building blocks of logistics operations. Students will learn about the procurement process and identify procurement-related activities, inventory, packaging solutions and containerisation, and the role of packaging in logistics. They will also learn about the equipment used in warehouses and warehouse management activities, transportation operations in the logistics sphere, and the concept of reverse logistics and the returns management process.

## LOGISTICS MANAGEMENT II

This module builds on the foundational studies from the first year. It further expands on the basic building blocks of logistics operations. Students will learn how logistics create value, how to derive a logistics and supply chain strategy from a business strategy, and the main tactical management objectives in a supply chain. Students will also learn about the strategic, tactical, and operational roles of procurement, procurement process and procurement-related activities, inventory-related concepts, and inventory planning techniques. Furthermore, students will learn about warehousing management activities and the principles of efficient warehouse operation, transportation operations and planning activities, and placing those functions in the broader logistics sphere. Students will also learn about the management of product returns and the impact of reverse logistics.

## LOGISTICS MANAGEMENT III

This module covers concepts and theories relating to the financial aspects of logistics and supply chain management, supply chain integration, supply chain risk management, and humanitarian logistics. Students will learn about costing, performing calculations for logistics decision-making purposes, and the importance of logistics strategy and network design. They will learn about the causes of demand volatility in supply chains and describe approaches to align supply and demand. Students will also learn about the fundamentals that constitute strategic supply chain management and the dimensions of risk and describe concepts related to integrated supply chain risk management, humanitarian logistics and supply chains, and performance management.

## MANAGEMENT II

Students will acquire the competencies to understand and apply management theories, especially systems theory, to link the organisation to internal and external environments, enabling managers to take responsible decisions under challenging conditions. They will also develop the ability to understand, analyse, and implement personal aspects that influence the workplace and respond to new challenges such as productivity, motivation, and reward systems. Students will learn how to consider challenges daily regarding appropriate and effective communication methods and challenging times when negotiation is required. The module guides students to study on the next academic level by reading, analysing, and critically reflecting on some journal articles.

## MANAGEMENT III

Students will acquire the competencies to understand and apply strategic planning processes and build further on the planning process by understanding and implementing an appropriate IS and managing change in an organisation, especially considering and managing organisational culture. Apart from these organisational aspects, students will also be able to understand, analyse, and implement personal aspects that influence the workplace and respond to new challenges, such as diversity, managing teams appropriately, and implementing corporate social responsibility. They will also consider other challenges, such as questioning the traditional forms of organisation and artificial intelligence (AI). The module guides students to study at the next academic level by reading, analysing, and critically reflecting on journal articles.

## MARKETING MANAGEMENT I

Marketing contributes to the achievement of the fundamental objectives of most businesses. Marketing includes the conception, pricing, promotion, and distribution of ideas, products, and services. The marketing process includes understanding the organisation's mission and the role that marketing plays in fulfilling that mission, setting marketing objectives, scanning the environment, and developing a marketing strategy by selecting a target market strategy. Marketing also entails developing and implementing a marketing mix, implementing the strategy, designing performance measures, evaluating marketing efforts and making changes if needed. The marketing mix combines product, distribution (place), marketing communication, and pricing strategies to create exchanges satisfying both individual and company objectives.

## MARKETING MANAGEMENT II

This module teaches students that any organisation needs a point of reference for its decision-making, which can be provided by developing a suitable marketing strategy. Strategic marketing is perceived as one of the most exciting and practically applied activities in the business world today. The strategic marketing planning process involves a detailed analysis of the marketing environment. Through this analysis, an organisation establishes opportunities and threats in the external marketing environment while determining whether the organisation has sufficient resources and skills to take advantage of opportunities and defend against any threats identified. The implementation and control of the strategic marketing plan comes with many challenges but there are appropriate and proven guidelines to guarantee success for marketing managers.

## MARKETING MANAGEMENT III

This module deals with the strategic marketing planning process. Organisations need to identify opportunities to create sustainable competitive advantages. Marketing management usually finds guidance in creating sustainable competitive advantages by applying the principles of the product life cycle and generic competitive strategies. Organisational growth opportunities are also available globally for those organisations that decide to expand their operations globally. Organisations apply generic and marketing-specific organisational levers to facilitate the value-creation process. Marketing strategy implementation is a multifaceted and complex organisational process. Traditional methods of business transactions no longer govern marketers. Technology has displaced and disintermediated products and businesses. Consumers have become increasingly empowered by online communication platforms, and marketers have no choice but to adapt and continue adapting as technology – specifically online technologies – and associated consumerism evolve.

## PROJECT MANAGEMENT I

This module familiarises students with the project management function and its organisational role. It also teaches the phases that projects go through, particularly the first phase, referred to as project initiation. Students will comprehensively understand the tools, processes, and documents that project managers use to manage and control projects efficiently.

## PROJECT MANAGEMENT II

This module provides a basic understanding of the intricacies and principles of managing projects. Many industries such as manufacturing, engineering, construction, and retail use project management. Many South African businesses are increasingly turning to effective project management to produce better results. The module equips students with the competencies required to be effective project managers and enable students to apply the newly acquired knowledge in hypothetical cases through case studies and other practical methods. It is based directly on the Project Management Body of Knowledge (PMBOK) knowledge areas. The module includes efficient strategies for effective project management in various project situations and will equip the aspiring project manager with all the necessary skills at a second-year level.

## PROJECT MANAGEMENT III

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## PUBLIC SECTOR FINANCIAL MANAGEMENT

Sound financial management practices are essential for long-term institutional sustainability. At the national, provincial, and local government levels, they underpin the process of democratic accountability. Weak financial management results in the misdirection and under-utilisation of resources and increases the risk of corruption and highly questionable service delivery. Although the module material is quite broad, this module enables students to understand the basic concepts and implementation processes to establish sound processes and achieve rigorous financial governance. The module provides an overview of political regulation and oversight while addressing line and finance managers. The intention is to provide students with a holistic view of the discipline and enable them to navigate the principles and requirements of public sector financial management at the middle and senior management levels.

## PUBLIC SECTOR MANAGEMENT I

This module deals with the origin and core values of the scientific study of Public Administration and conceptualising the state, democracy, a developmental state, and public administration within these state forms. The module deals with lawfulness, reasonableness, procedural fairness, ethics, and accountability in Public Administration. Students learn about intergovernmental relations in different government systems and the functioning of the branches of Government in ensuring democracy and coordinating Government actions.

## PUBLIC SECTOR MANAGEMENT II

This module deals with the state's role in ensuring sustainable development, explaining strategic management and national planning, clarifying the relationships between policies and planning, budgeting, and implementation structures, and their linkage to the integration and coordination of governance. The module describes policy management for effective and efficient public administration and the benefits and application of project and performance management in the public sector. It also deals with monitoring and evaluating the quality of policy implementation while describing how organisational development supports the developmental state. Students will gain understanding of the role of public procurement, human resource management and technology in the functioning of the state.

## PUBLIC SECTOR MANAGEMENT III

This module unpacks the origin of urbanised communities and identifies the location and status of municipalities in the system of government in South Africa. It explains the constitutional framework applicable to intergovernmental relations within which municipalities operate without being subordinate to national and provincial spheres of government. Students will understand the classification of municipalities and responsibilities of councillors, including office-bearers and the legal framework applicable to policy-making and planning within a municipal context, in the context of the Integrated Development Plan (IDP). It provides an overview of the financial affairs of municipalities. It identifies the functions related to human resource administration and management within a municipal context and various municipal institutions established to promote efficient and effective local government.

## RESEARCH METHODOLOGY

The purpose of this module is to expose students to the basic research process and understand the terminology, approaches, and methods of scientific research on an undergraduate level. The module also enables students to apply the planning and process of research in a research proposal of limited scope, based on a selected topic and approach.