

MODULE DESCRIPTIONS

BUSINESS LAW I

The purpose of this module is to provide students in the field of commerce and other relevant studies with a general understanding of the South African legal system and law related to business, and to equip students with knowledge, skills, and competencies to analyse and solve basic problems relating to the general principles of business law, and the identification and application of the legal principles that will guide decision-making and action successfully in the legal arena.

ENTREPRENEURSHIP I

This module guides students in understanding what entrepreneurship means to establish their own business. It defines entrepreneurship and contextualises the entrepreneurial process within the small business environment. It describes the characteristics, skills, and attributes of a successful entrepreneur, the different business forms and the selection of an appropriate form for their business's mission and objectives. A critical aspect of establishing an own business is to conduct a feasibility and viability study. This process is introduced together with the small business start-up process, the legal requirements, resources, branding considerations required, an outline of the components of a business plan, information on the relationship between successful entrepreneurship and creativity, innovation and problem-solving, and how to apply good management practices relating to time management, conflict resolution, and customer relationship management.

FUNDAMENTALS OF BUSINESS COMMUNICATION

Communication is the foundation of all social but also organisational interaction. Business communication requires a special skills set that will allow you to interact effectively in all the components of verbal and written communication, i.e. listening, speaking, reading, and writing. This module develops these practical and fundamental skills so that students can build relationships with peers, colleagues and clients, and communicate clearly and effectively in various contexts within the business environment.

FUNDAMENTALS OF BUSINESS STUDIES

In this module we build literacy skills in terms of basic numeracy, personal management and basic computer skills that are suitable and non-negotiable for a student that graduates from any qualification in Higher Education. This is an induction module where students are provided with the skills and knowledge required to be successful in entry-level business degree studies.

LOGISTICS MANAGEMENT I

This module equips students with the basic building blocks of logistics operations as the basis for a career in logistics management. 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.

MANAGEMENT

This module aims to enable students to function as effective managers on a supervisory level by laying a solid foundation for further studies in management. Qualifying students will be able to understand, describe, and interpret management roles, tasks, and associated theories, and develop the ability to apply theoretical content in workplace contexts. Discussions of the content are grounded in the four core functions of management: planning, organising, leading, and control. The knowledge and skills obtained in the course are essential to the management practice of supervisors, middle managers, and top managers.

MARKETING MANAGEMENT I

Marketing contributes to achieving fundamental business objectives, including survival, profitability, and growth, and is a fundamental part of daily life. Marketing activities include the conception, pricing, promotion, and distribution of ideas, products, and services. The marketing process includes understanding the organisation's mission, the role that marketing plays in fulfilling that mission, setting marketing objectives, developing a marketing strategy, developing and implementing a marketing mix, evaluating marketing efforts, and making changes if needed. The marketing mix combines product, distribution (place), marketing communication, and pricing strategies to create exchanges satisfying individual and company objectives.

PROJECT MANAGEMENT I

This module familiarises students with the project management function and its organisational role. Students learn the different phases projects go through, particularly the first phase, referred to as project initiation. Students will also understand project managers' tools, processes, and documents to run projects efficiently.