

## MODULE DESCRIPTIONS

**ACCOUNTING 1**

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.

**ACCOUNTING 2**

This module builds on the introductory Accounting 1 ACC152 module. It introduces the concepts of VAT and depreciation. On successful completion of this module, students will be able to prepare the Statement of Cash Flows, analyse financial statements, and prepare financial statements from incomplete financial records. Students will also learn about the different financial statements for sole proprietors and partnerships.

**BUSINESS LAW AND COMPLIANCE**

This module introduces students to the basic principles of commercial law, addressing a broad spectrum of content which includes all modern aspects of the field. First, an overview of the South African Legal System is covered. Second, the basic principles of contracts are presented, and then applied to examples of specific business contracts. Students are familiarised with the concept of agency and different legal business entities. Lastly, the module outlines the concepts of business conduct and compliance.

**BUSINESS MATHEMATICS**

This is a foundation-level module that aims to provide students with an understanding of and an ability to apply a range of mathematical techniques to real-world situations in a quantitative manner. The competencies gained in this module will be required in most other modules in the B.Com degree.

**COMMERCIAL ENVIRONMENT**

In this module students will explore the dynamic intersection of creativity and commerce in the creative industries. The module delves into economic market dynamics and financial principles driving success in sectors such as design, advertising, media, and fashion. Students will gain insight into navigating the unique challenges and opportunities of commercializing creative ventures.

**CONSUMER BEHAVIOUR**

This module provides students with the insight to integrate consumer behaviour theory in practise by delving into the psychological, sociological, and cultural factors that shape consumer behavior. The aim of the module is to enable students to understand the customer decision-making process and to recognise the variables and situations that influence customer buying behaviour for individuals and groups alike. Students are able to develop profound insights into market trends and consumer preferences enabling them to create targeted campaigns and enhance customer satisfaction in diverse market segments.

**DATA AND DECISION-MAKING**

In this module students will learn the importance of data in the decision-making process. They will be exposed to the fundamentals of decision making and how to assess risk and uncertainty while supporting this with well formulated and appropriate data. Students will further learn how to apply this knowledge as part of a larger project team for highly complex and more specialised decision-making environments where they act as facilitators rather than the actual analysts or decision makers.

**DIGITAL MARKETING MANAGEMENT**

Overall, the module will provide students with a comprehensive understanding of how to develop, implement, and manage digital marketing strategies within an organizational context, emphasizing the role of effective management practices in driving success in the digital landscape.

**DIGITAL MARKETING PRACTICE**

This module provides students with knowledge on the use of web analytics tools, digital marketing performance metrics, and the digital marketing strategy. Firstly, students will be exposed to digital marketing optimisation through web analytics tools such as Google Analytics. Secondly, students will be exposed to the knowledge and understanding of digital marketing performance metrics. Thirdly, students will learn the theory behind a detailed digital marketing strategy which include digital goals, tools, strategy, and metrics.

**DIGITAL MARKETING THEORY**

This module builds on the foundational theory covered in the Introduction to Digital Marketing. The aim of the module is to explore different digital marketing communication techniques, exposing students to an intermediate level of understanding of the various tools and channels used in digital marketing. These channels include social media marketing, online public relations and reputation management, email marketing, mobile marketing, search engine marketing, and search engine optimisation.

**ECONOMIC POLICY AND SUSTAINABILITY**

This module exposes students to the need for society to balance economic growth with environmental challenges. In addition to this, students are introduced to the how's and why's of public interventions in the economy as well as the basic traditional economic policies linked to this. This is contrasted with sustainable development policies. Lastly, students will be exposed to the role that automation and technology play in creating a sustainable economy.

**ECONOMICS 1**

This first economics module introduces students to the meaning of economics for society as well as an institutional framework to set context. It also familiarises students with relevant microeconomic tools relating to supply and demand, the production of goods and services, as well as different market forms. Finally, students learn about non-traditional economic models, like for example the platform economy, and how businesses operate in this "new" economy.

## ECONOMICS 2

This module is the follow-on module from Economics 1 and as such explores further concepts in the economy, after having covered economics related to businesses and industries. First, students are introduced to the profession of an economist, in order to support them in their choice of career. The next topics relate to the macroeconomic system, policies and theories, and measuring economic performance. The module also covers unemployment and inflation, as well as the current account balance and external debt of a country. Last, students will familiarise themselves with economic growth and business cycles.

## ENTREPRENEURSHIP

This module is aimed at assisting students who aspire to starting their own businesses and want to be able to apply entrepreneurial thinking and techniques in their work and to understand the process of entrepreneurship. The module can also assist students with entrepreneurial thinking while in employment for another company, and to use the principles to achieve competitiveness, innovation and profitability for a department. At the heart of the module is the development of an in-depth sustainable business plan, including the financing of the venture. Lastly, the module will familiarise students with the role entrepreneurs play in society.

## FASHION RETAIL PROCESSES

This module equips students with the essential practical skills and theoretical knowledge necessary to enter the fashion manufacturing and textile industries. Through a comprehensive curriculum, students develop the ability to logically assimilate information from various sources, effectively communicate their findings, and apply appropriate practices within the industry-driven context of the module. By focusing on the theoretical understanding of the fashion business, students gain the skills to identify, evaluate, and solve specific problems within the fashion supply chain, particularly in the roles of buyer or merchandiser. The module covers a wide range of topics, including garment production, outerwear, fabric treatment and finishes, manufacturing options, labelling, and licensing, supply chain management, and garment costing and pricing, providing students with a holistic understanding of the fashion industry and its impact on the broader economy.

## FASHION RETAIL OPERATIONS

This module emphasises practical application in the supply chain of a manufacturing plant, focusing on quality assurance, supply chain evaluation, and improvement strategies. Key topics include form measurements, figure analysis, technical drawing analysis, and brand development and management. Students learn to use resources like WGSN for sourcing technical drawings and explore industry communication with stakeholders via tech-packs to ensure timely product delivery. Through hands-on experiences and theoretical study, students gain essential skills for the fashion industry and an understanding of fashion's cyclical nature.

## FASHION RETAIL STRATEGY

This module offers students a comprehensive exploration of the fashion ecosystem, thereby encompassing various facets such as photography, make-up, media, styling, and visual merchandising direction. Through this module, students gain a deeper understanding of how each aspect contributes to the overall retail practice and develop the skills necessary to effectively communicate fashion practice to the broader industry. The module places a strong emphasis on critical thinking, encouraging students to analyse and evaluate the interconnectedness of the different components within the fashion ecosystem. Through case studies and project management assignments, students gain hands-on experience in navigating the complexities of store operations, visual merchandising, and retail strategy.

## FINANCIAL MANAGEMENT

This module introduces the student to the fundamentals of financial management. It explores the purpose of financial management, the role of the financial manager, and the interaction between financial management and other disciplines. The module equips the student with the necessary tools to analyse financial statements, appraise investment opportunities, identify appropriate sources of funds for a business, and manage working capital in a business.

## FINANCIAL MANAGEMENT FOR FM 1

This module introduces the student to the financial management environment, and to first concepts in corporate finance, i.e. time value of money, valuation of financial assets, risk and return, cost of capital and capital budgeting.

## FINANCIAL MANAGEMENT FOR FM 2

This module exposes the student to the more in-depth financial management and corporate finance topics, like for example, mergers and acquisitions, leasing decisions and financial management in a global environment.

## FINANCIAL MARKETS

This module shall introduce students on the Financial Management Major to financial markets and instruments, in order to cover Finance from a different angle (not from a corporate finance angle). Students are first familiarised with an introduction to Financial markets, and will then cover various financial instruments like, for example, equities, bonds and various derivatives. Last but not least, students will immerse themselves into how different (institutional) investors participate in the financial markets.

## FINANCIAL REPORTING AND ANALYSIS

The purpose of this module is to enable students to prepare and analyse financial statements for different types of entities. The students will cover important International Financial Reporting Standards (IFRS) in the form of the Conceptual Framework for Financial Reporting; Property, Plant and Equipment (PPE); Inventory; and Revenue.

## FUTURE THINKING AND SCENARIO PLANNING

This module introduces students to scenario planning as a strategic tool to enable businesses to weigh up future possible events as part of their long-term planning processes. Students will be exposed to the social, technical, environmental, economic, and political (STEEP) trends in thinking through these future plans. In looking at the future, students will be exposed to the need to attempt to reach a balance between overprediction and underprediction of future events.

## GLOBAL CITIZENSHIP

This module introduces students to contemporary global challenges that countries, companies and individuals need to find solutions for. Students will be able to place themselves in relation to the concept of citizenship, with the relevant rights and obligations. In both the local and global contexts, diversity provides students with opportunities to appreciate the value of different ways of thinking, seeing the world and the resulting richness of enhanced solutions to business challenges, many of whom are linked to ethical dilemmas. As connected actors, students are able to appreciate the importance of sustainable development in dealing with the challenges of an overstretched planet. In addition to this, students get to appreciate the impacts of corporations' actions through corporate social responsibility programmes.

## GLOBAL MARKETING

This module will familiarise students with the concept of market research, in order to understand suitable global market entry strategies. Students will be exposed to the decision making around product adaptation versus standardization. The module will cover an introduction to international branding, marketing communication, distribution channel management, pricing strategies and global marketing campaigns. Lastly, students will be introduced to legal, regulatory, ethical and cultural considerations, linked to global marketing.

## INDUCTION TO BUSINESS STUDIES

In this induction module, students are provided with the skills and knowledge required to be successful in entry-level business degree studies. The Academic reading and writing component exposes students to good reading techniques, guides them through the writing process, and helps them to write effective academic essays. The Study skills component is aimed at providing students with basic information and techniques on how to improve their study skills from preparation to the exams. The module concludes with the Numeracy component that focuses on essential business numeracy skills required for business studies.

## INTERNATIONAL BUSINESS STRATEGY

This module focuses on developing strategies for businesses to compete effectively in the global marketplace. It involves analysing global market trends, assessing international competition, and identifying opportunities for market entry and expansion. Further, the module allows students to understand the formulation and implementation of plans to achieve competitive advantage on a global scale. Lastly, student are familiarised with issues such as market segmentation, product differentiation, international branding, and global market positioning.

## INTERNATIONAL ECONOMICS

This module allows students to understand how the international economy functions, central to which is the role of trade between nation states. From an economics perspective, students will be given the opportunity to explore and better understand the notion of comparative advantage. Further, students are provided an opportunity to appreciate the role of international relations in global trade. The international financial system provides students with the necessary insight into how trade is financed. Industry 4.0 underpins the importance of technology in providing countries with the necessary comparative advantage in trade. Lastly, the balance of payments allows students with an overall view for the accounting of trade.

## INTERNATIONAL MANAGEMENT

This module introduces students to the topics of managing people, operations, and resources in a global context. It allows students to build an understanding of how to tackle the challenges of leading multicultural teams, navigating cross-border regulations, and adapting management practices to diverse cultural environments. Students will build relevant knowledge and learn how to apply it in cross-cultural communication, negotiation, and conflict resolution. Lastly, the module forms an introduction into issues such as global human resource management, international business ethics, and corporate social responsibility on a global scale.

## INTERNATIONAL TRADE AND FINANCE

Students will be introduced to international trade theories, policies and agreements. The module will also familiarise students with foreign exchange markets and international payment methods. Students will get exposure to the topics of export and import financing as well as foreign direct investment. Lastly, the module will give an overview of global financial markets and managing risk in international finance.

## INTRODUCTION TO BUSINESS MANAGEMENT

This module Introduction to Business Management introduces the student to the fundamental principles of management and the essential skills and competencies for effective management. The student will be exposed to the primary management tasks: planning, organising, leading and controlling. Supporting management tasks, such as communication, motivation and delegation, are also covered. The student is introduced to how these management competencies and tasks are applied across management functions; notably, operations, financial, marketing and human resources management.

## INTRODUCTION TO DIGITAL MARKETING

This module is designed to equip students with foundational knowledge in the rapidly evolving field of digital marketing. The module covers vital issues in the digital marketing environment such as the evolution of the internet and websites, current digital marketing trends, and the transformation of marketing through a variety of digital marketing channels such as search engine optimisation, online advertising, mobile marketing, email marketing and social media marketing. The module prepares students for the transition to Digital Marketing Theory which is an intermediate study of the digital marketing channels.

## INTRODUCTION TO RESEARCH

The purpose of this module is to introduce the student to basic business research methodologies. Business research is a process of acquiring detailed information about all the areas of the business and using this information to maximise the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purposes to determine opportunities and goals for a business.

## INVESTMENT MANAGEMENT 1

This first specific investment management module covers two important parts to becoming an investment analyst or manager. Part A entails understanding the principles of ethical conduct as applied in the investment management industry, and this is tackled by using the example of the widely recognized Certified Financial Analyst Society, and the codes and standards of practice they have put in place. Part B covers the touchpoints that investment analysts have with corporate issuers, when they seek finance from different sources, while at the same time complying with certain expectations around governance.

## INVESTMENT MANAGEMENT 2A

The purpose of this module is to introduce students into the basics of two financial instruments: equities and bonds. Students will be able to perform specific calculations around the valuation of the specific instruments, and also to interpret the results.

## INVESTMENT MANAGEMENT 2B

The purpose of this module is to take the student's knowledge of investment management further into derivatives, alternative investments and portfolio management.

## MARKETING AND BRAND MANAGEMENT

This comprehensive module is designed to deepen students' knowledge of the marketing concept and key brand principles. The student will develop an understanding of the complex and diverse scope of marketing by focusing the extended marketing mix as well as ethics and social responsibility in a marketing context. Furthermore, the student will gain an understanding of why brands are so important and what they represent to consumers. It will also examine how firms should manage these valuable assets.

## MERCHANDISING, PLANNING AND BUYING

This module introduces students to buying practice and merchandise planning from the perspective of fashion retailers. It equips students with knowledge and skills in fashion buying and merchandising while simultaneously exploring the technological advances and current global and local issues and challenges in retail buying. The module also includes legal implications in merchandising, sourcing and supply chain management, stock management and distribution, retail formats, and future trends in buying and merchandising.

## PEOPLE AND CHANGE

The purpose of this module is to introduce students into the discipline and practice of people management in an era of rapid change. Various facets and approaches to people management are presented against the background of contemporary and dynamic challenges that businesses face. Students will also be familiarised with the influence that people and change management can have on successful business operations.

## PROJECT

This module is aimed at enabling students to apply the principles acquired in their chosen major (General, Financial Management, Risk Management, Economics or Investment Management) in a practical environment, after laying the foundation in the Introduction to Research module. Students will research a specific industry or business challenge, and suggest a suitable solution basis. As such, the module will foster problem solving, critical thinking and solution orientation skills. Furthermore, students will hone their report writing and presentation skills. The last part of the module introduces students to acquiring funding for and collaborating in research.

## PROJECT MANAGEMENT EXECUTION

Gaining familiarity with planning processes for all project management areas means moving forward to the next step which is being able to start executing these in practice. Executing projects is not only about implementing the work; it is about learning and understanding how to manage and control various issues that arise in a project management area. This means that in each project management knowledge area, you will now learn what it entails to manage and execute it. For example, in cost management, you will learn what actions to take if costs do not meet scheduled costs and then learn how to monitor the costs throughout your project. Teamwork is an essential component of project execution, therefore there will much focus on how to appoint and develop a team throughout a project. Understanding the process involved in this execution is key to mastering execution processes in any project.

## PROJECT MANAGEMENT PLANNING

Planning forms the basis of project management for any project. It is therefore important that a project manager can master the basics of planning successfully. Planning in this module involves planning for various knowledge management areas in a project and these areas include risk management, stakeholder management, procurement management and cost management, among others. In each of these project management knowledge areas, you will learn how to plan these various elements as well as understand certain concepts to manage these elements. With the use of inputs, tools, and outputs, you will be shown the various processes that are involved when planning for projects. Finally, you will also be shown how to demonstrate these project management areas with the use of various diagrams.

## PROJECT MANAGEMENT PRACTICE 1A

In this module you will learn how to practice the planning and implementation basics that you have mastered in project management. This module involves learning the theory behind each knowledge management area and then applying the theory to various project management knowledge area templates that are used in project management. For example, you will use a risk management template to identify risks, manage and control for risks in a project. You will therefore be given a practice project that will allow you to apply your theory to these templates. This will assist you to develop the necessary skills you need as a project manager, which include communication skills, writing skills, research skills as well as leadership skills.

## PROJECT MANAGEMENT PRACTICE 1B

This module will introduce you to the Standard in Project Management and show you the various current approaches that are taken and used in practice for each knowledge management area. These approaches are agile, iterative, and adaptive in nature. The module largely focuses on strategic and business knowledge. Furthermore, the module entails 8 project performance domains, and in each you will learn about the models, methods and artifacts that are used. Principles and values are emphasised in each project management knowledge area. At the end of the module, you will become acquainted with the changing nature of project management and the importance of becoming innovative and adaptable in projects.

## RISK MANAGEMENT 1

The purpose of this module is to introduce students to the world of risk management. Globally, throughout various industries, risk management is becoming more important, and specialists are sought to work with existing and new risks. Note, however, that this is a specific and separate module on this topic, because businesses need to understand what it means to build a specific risk culture, which risks to take, and how to mitigate unwanted risks.

## RISK MANAGEMENT 2

The purpose of this module is to enable students to navigate a strategic risk management environment, after having been exposed to an introduction to risk management. Students will be introduced to the topic from a top-down angle, from the middle and also operating on the ground. Last but not least, students will learn how to determine basic risk capacity and risk appetite.

## STATISTICS

In this module, students will gain a good theoretical and practical understanding of statistical techniques and experimental design as applied to commercial problems. The topics covered in this module address the full breadth of the components of statistics, consisting of descriptive statistics, inferential statistics and statistical modelling.

## STRATEGIC MANAGEMENT

The purpose of this module is to introduce students to strategic management with a practical focus. After theoretical foundations are presented, students will understand how different role players influence and interact with regard to strategy. Different strategy tools and practices are covered, as well as the importance of discourse in the formulation and implementation of strategy. Through various case studies the topic will be brought alive, from different industry perspectives.

## TECHNOLOGY AND INNOVATION MANAGEMENT

This module aims to enable students to understand how technology and innovation impacts business with reference to success or failure. The module commences with introducing students to the differences between creativity and innovation. Thereafter, students are provided with opportunities to understand the innovation process, paying particular attention to how a business needs to be organised for innovation. Disruptive Innovation allows students to appreciate the importance of acting speedily and intelligently in bringing new technology to market. Social Innovation, on the other hand, provides students with a different view to how products and or services can benefit society.

## TREND RESEARCH

This module equips students with a comprehensive understanding of fashion trends, enabling them to navigate the dynamic fashion landscape. Through a combination of theoretical insights and practical applications, students explore trend terminology, concepts, and the diverse influences shaping both local and global fashion trends. The module emphasises developing skills in trend identification and analysis empowering students to make valuable contributions to the fashion industry by contextualising past and present trends. Additionally, students leverage their understanding of trickle theories, colour research, and data analysis techniques to understand the landscape of trends.