

# Post Graduate Diploma in Management Sciences: Business Administration (SAQA ID – 111313)

**NQF Level 8**  
**120 Credits**

## Participant Profile

The Post Graduate Diploma in Management Sciences (Business Administration) was developed to enhance the managerial competence of students who want to familiarise themselves with current relevant theories, thinking and practices in strategic management. The proposed curriculum will enable the graduate to competently apply and integrate theoretical principles, evidence-based techniques, and appropriate skills to interrogate and analyse business related problems and develop appropriate solutions. In this regard, the Post Graduate Diploma in Management Sciences (Business Administration) is targeted at persons in senior management positions, as well as those aspiring to these positions who wish to increase their promotion prospects by acquiring this qualification.

## Programme Structure

The Post Graduate Diploma in Management Sciences (Business Administration) is a learning programme which consists of 6 modules that are presented by way of lectures, group discussions, case studies and role plays offered on a part-time basis over 1 year. The weightings allocated to each assessment as well as the nature of the assessments for each module will be outlined in the respective study guides.

## Learning Outcomes

Upon completion of the Post Graduate Diploma in Management Sciences (Business Administration), the learner will be able to:

- Apply a wide range of management principles to identify, conceptualise, design and implement methods of enquiry to address problems in business;
- Evaluate and critique relevant theories, principles and contemporary issues pertaining to strategic management;
- Communicate academic, professional and management information effectively, both orally and in writing, using appropriate technology, language, structure, style and graphical support;
- Prepare a research proposal and plan and execute a research report, using acceptable scientific methodologies, protocols and conventions;
- Manage one's learning tasks autonomously professionally and ethically.

## Admission requirements

- An Advanced Diploma in Management Sciences, or a cognate qualification at NQF level 7.
- Students may be admitted to the programme via Recognition of Prior Learning (RPL). In accordance with DUT policy, a maximum of 10% of the student cohort may be admitted via RPL.

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## Content of Modules

### Module 1: Business Research Proposal

Identification of a real-world research problem; Development of the aim and objectives of the study/hypotheses, and/or research questions; Selection of an appropriate research methodology; Demarcation of the target population and selection of a sample; Preparation of a draft research questionnaire and/or an interview schedule; Completion of DUT's Ethical Issues Checklist; Preparation of letters of Information and Consent; Development of a research proposal

### Module 2: Business Research Report

Overview of the study (background to the study; research problem; aim and objectives of the study; significance and scope of the study; Literature review; Research methodology and design; Development of a questionnaire/interview schedule; Data collection ; Data analysis; Presentation, analysis, and discussion of results; Review, conclusion, and recommendations; Bibliography

### Module 3: Applied Strategic Management

The strategic management process; Strategic direction and environmental analysis; Industry and competitor analysis; Corporate level strategy: horizontal integration; vertical integration; strategic outsourcing, and corporate diversification strategies; Building competitive advantage through functional level strategy; Building competitive advantage through business level strategy; Competing in emerging economies; Implementing strategy: core competencies, re-engineering, and organisational structure; Corporate governance and business ethics considerations

### Module 4: International Business

Introduction to International Business; Theories of international trade and investment; Globalisation and the changing business environment; Free trade agreements; International political, economic, social, technological and legal environments; International management and leadership approaches; Global competitive strategies; Global networks; Economic and social development in Africa; Entering Foreign Markets; Global Strategy; Structures in Global Organisations; Strategy and structure of international businesses; Exporting, importing, and countertrade; Global manufacturing and materials management; Global marketing and R & D

### Module 5: Entrepreneurship

A critical review of entrepreneurship theories, frameworks and conceptual; models; Creativity, innovation and entrepreneurship; Entrepreneurial motivation and entrepreneurial ambition, Entrepreneurial competencies; New venture planning and creation – introduction to the business plan; purpose and format; problems associated with the business plan; main components of the business plan; Organising the business venture – legal forms of business ownership, franchising, buying existing business, and organizational design issues, Strategic management of new ventures; Survival and growth of small businesses; Intrapreneurship

### Module 6: Innovation and Change Management

Innovation and change management - what it is and why it matters; Innovation and change as core business processes; Building an innovative organization; Developing an innovation strategy; Innovation networks; Decision-making under uncertainty; Building the innovation case; Creating new products; services, and processes; Exploiting new ventures; Capturing the benefits of innovation and change

## Concluding Remarks

Due to the dynamic nature of the South African business environment, the BSU reserves the right to make changes to its programmes where necessary. The presentation of a programme is subject to sufficient enrolment as determined by the BSU.