

BUSINESS MANAGEMENT DEVELOPMENT PROGRAMME

NQF Level 5

Participant Profile

This short learning programme is developed to provide the skills and competencies for middle management by providing an overview of the most important managerial functions that will assist in developing the essential skills needed to manage a department, function or business more effectively and profitably.

Short Learning Programme Structure

The Business Management Development Programme (BMDP) is a short learning programme at NQF level 5 and consists of 7 modules which are presented by way of lectures, group discussions, case studies and role plays. The lecturing contact time is 36 hours per module. Two modules are conducted concurrently over 12 weeks of part-time study and are completed before the commencement of the next two modules. Delivery may also be in the form of block release.

Learning Outcomes

On completion of this short learning programme, the learner will be able to:

- Apply broad business principles practically within the workplace.
- Critically analyse given organisational scenarios suggesting solutions to challenges presented.
- Practically apply the knowledge and skills learnt on the programme to scenarios presented in case studies in the workplace.

Evaluation of Participants

Assessment is both formative and summative and includes:

- Weekly individual and group exercises and tasks
- Group and individual assignments
- Open and closed book case study integrative assessments

To complete the short learning programme successfully, and be awarded a certificate, learners must be found competent in all aspects of the summative assessment according to requirements listed in the relevant student handbook.

Entrance Criteria

The minimum entry requirements for admission to the BMDP are:

- Twenty three years of age and
- Three years business experience and
- Senior certificate or NQF 4 equivalent **or**
Successful completion of the Business Studies Unit's Fundamental Business Management Programme (FBMP) **or**
Alternative admission can be achieved via the DUT RPL process

Business Management Development Programme

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Contents of Modules

MODULE 1: People Management

Organisational structures and the Business Environment; Understanding Management; Organisational Culture; Motivation and Performance; Leadership; Change and People Management; Ethics and Social Responsibility; Workplace teams; Control and Contemporary Issues.

MODULE 2: Quantitative Approaches in Business Studies

Arithmetic of whole numbers and Fractions; Decimal fractions; Percentages and Ratios; Algebra and Indices; Simplification of Algebraic Expressions and Factorisation; Algebraic Fractions and the Transposing of Formulae; Solving of Equations; Sequences and Series; Functions and Graphs of functions; Differentiation and applications; Tables and Charts; Statistics; Probability.

Module 3: Principles of Business Economics

Introduction to Economics; Demand and Supply; Elasticity; Consumer Equilibrium - The Utility Approach; Production and Cost; Market Structures: The Perfectly Competitive Market; Monopoly and Imperfect Competition; Measuring the Performance of the Economy; The Labour Market; The Foreign Sector; Inflation and Unemployment.

MODULE 4: Financial Management

Financial Activities & Management; The Business Cycle & Reconciliation /Accounting Statement Preparation ; Ratio Calculation; Capital Requirements; Financing of Requirements; Break-Even Analysis; Budgets; Credit Management; Inventory Management; Taxes and Insurance.

MODULE 5: Marketing Management

Marketing: An overview; Analysing the Marketing Environment; Consumer Buying Behaviour; Information for marketing decision making and marketing research; Segmenting, target markets and positioning; Product Strategy; Pricing concepts and setting the right price; Marketing channels and the role of intermediaries; Promotions strategy and marketing communication; The Strategic Marketing Plan.

MODULE 6: Operations Management

Introduction and the Design of Products and Services; Fixed Capacity Management; Aggregate Planning and Master Scheduling; Forecasting; Quality and Quality Control; Inventory Management; Work Study; Maintenance; Just-In-Time Planning and Control.

MODULE 7: Integrative Management

Introduction to Management; Development of Management; Strategic Planning I & II; Organising I & II; Leadership I & II; Controlling and Implementation; Contemporary Issues.

Concluding Remarks

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