

# FUNDAMENTAL BUSINESS MANAGEMENT PROGRAMME

**NQF Level 5**

## Participant Profile

This short learning programme is developed to provide the skills and competencies for First Line Managers or prospective First Line Managers in a business environment, who have had little or no formal development in business management, but will be required to lead and manage people.

## Short Learning Programme Structure

The Fundamental Business Management Programme (FBMP) 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:

- Demonstrate a broad understanding of the theoretical concepts of business practice.
- Analyse and synthesise information within a given framework.
- Plan and recommend the implementation of business principles.
- Practically apply the knowledge and skills learnt to scenarios presented in case studies and 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 FBMP are:

- Twenty three years of age and
- Three years business experience and
- Senior certificate or NQF 4 equivalent or
- Alternative admission can be achieved via the DUT RPL process or mature age exemption.

### **MODULE 1: Business Communication**

Cultural Diversity; Business Etiquette; Organisational Structures; Areas that Impact on Business Communication; Channels of Communication and Application thereof; Creating and Delivering Effective Communication; Composing, Presenting and Evaluating Messages; Meetings; Management Reports; Practical Application of Verbal, Written and Visual Communication in the Workplace, Coping with Change in the New Business Environment.

### **MODULE 2: Understanding Your Customer**

Business Orientations; Business Strategy, Marketing Strategy and Customer Understanding; Value to the Customer; The Big Picture; Culture and its Impact on Customer Behaviour; Reference Groups and their Impact on Consumer Values and Behaviour; The Impact of Age, Race and Gender on Customer Behaviour; Customer Decision Making, Organisational Buying Behaviour and Decision Making; Relationship Based Marketing.

### **Module 3: Economic Fundamentals**

Introduction to Economics; National Accounts-Performance of the Economy; Business Cycles and Economic Growth; Unemployment; Inflation; Balance of Payments and International Trade; Exchange Rate; Money; Monetary Policies and Interest Rates: South Africa-In an International Context; South Africa -Economic Policy.

### **MODULE 4: Business Mathematics**

Arithmetic of Whole Numbers; Fractions; Decimal Fractions; Percentages and Ratios; Powers and Roots; Algebra; Functions and their Graphical Representation; The Time Value of Money; Tables and Charts; Probability.

### **MODULE 5: Introduction to Operations Management**

Introduction to Operations; Resources; Product Planning and Design; Tasks of the Design Department; Guidelines for Effective Design; Fixed Capacity Planning; Transportation Methods; Variable Capacity Planning; Quality Procedures, Demand Management ; Break-Even Analysis; Aggregate Planning and Master Scheduling; Master Scheduling Examples.

### **MODULE 6: Introduction to Accounting**

Definition of Accounting; Users of Financial Information; The Entity of Concept; The Financial Function and the Concepts of Gaap; The income Statement and Balance Sheet, The Double Sided Entry System/ Accounting Equation, The Trial Balance and General Ledger and Extracting Financial Statements from the Trial Balance; Budgeting, Cash Budget, Cost Analysis and Break- Even.

### **MODULE 7: First Line Management**

The Management Function of an Organisation; Management Resources; Basic Activities involved in the Management Process; Skills required to be a good Manager; Decision Making; Organisational Structure; Motivation; Motivation Theory; Techniques of Motivating a Team; Praise and Personal Recognition; Team Leaders and Empowerment of Members of a Team.

### **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.