



# 2016 HANDBOOK BUSINESS STUDIES UNIT



**HANDBOOK  
FOR  
2016**

**FACULTY OF  
MANAGEMENT  
SCIENCES**

**DEPARTMENT of  
BUSINESS STUDIES UNIT**

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## IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the Durban University of Technology's General Rules contained in the current General Handbook for Students.

## NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your re-registration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

## **INFORMATION**

### **BUSINESS STUDIES UNIT**

The Business Studies Unit has a long history of offering continuing education courses in business and management. Established in 1986, under the auspices of the then Technikon Natal and now the Durban University of Technology, the BSU is a provider of the Bachelor of Technology in Management qualification and various short learning programmes, short courses and workshops within the management discipline. The BSU harnesses the full resources of the University to support these course offerings. These high quality courses, based on a strong association with commerce and industry, are aimed at meeting the management education and training needs of the working adult and industry clients. Consideration is also given to customization of courses and flexibility in presentation format for corporate clients in order to meet the needs of the world of work.

### **DURBAN UNIVERSITY OF TECHNOLOGY BUSINESS STUDIES UNIT CONTACT DETAILS**

#### **Head of Department: Entrepreneurial Studies & Management:**

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#### **Head (Acting) of BSU @ DUT:**

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#### **Faculty Officer:**

Mrs Rowena Pankhurst  
e-mail: [rowenap@dut.ac.za](mailto:rowenap@dut.ac.za)

### **INFORMATION/QUERIES**

Please contact BSU Durban centre on (031) 373 5710/3

# **BACHELOR OF TECHNOLOGY: MANAGEMENT DEGREE [B Tech: Mgt]**

## **INTRODUCTION**

The BTech: Mgt programme is aimed at equipping entrepreneurs and managers with a wide range of business management skills, enabling them to utilise these skills practically in both the commercial and industrial environment. The participants will acquire an in-depth understanding of the managerial functions essential to the general manager.

## **MINIMUM ADMISSION REQUIREMENTS**

- 3 years management experience and
- National Diploma in Management or any appropriate three-year tertiary qualification (conferment of status)

Or

- Alternative admission can be achieved via the DUT RPL process by challenge assessment

Or

- Successful completion of the BSU's Fundamental Business Management Programme (FBMP) and Business Management Development Programme (BMDP) and any one of the following level 6 short learning programmes: Specialist Human Resource Management Programme (SHRMP), Specialist Project Management Programme (SPMP), Specialist Marketing Management Programme (SMMP), Specialist Operations Management Programme (SOMP), Logistics Management Programme (LMP), Management Development Programme (MDP)

## **LECTURE TIMES**

Weekdays after hours and/or on Saturday mornings (the lecture time presentation format is dependent on student numbers).

## **RULES OF THE BUSINESS STUDIES UNIT**

### **BSU1 CONFERMENT OF STATUS [NAT.DIP MANAGEMENT FOR B TECH: MGT]**

[See Rule G10A]

#### **I. CONDITIONAL STATUS**

Learners granted conditional status will be requested to attend workshops in both or either of the two major subjects (Financial Management and Management).

### **BSU2 DURATION OF PROGRAMME**

[See Rule G23]

### **BSU3 ASSESSMENT**

This qualification is assessed through a combination of formative and summative assessments. These are conducted during and at the end of the semester. [See Rule G13 (l) (k)]

### **BSU4 EXEMPTIONS OF SUBJECTS**

In accordance with the General Rule G9 candidates may apply for exemptions. Applications for exemptions must be submitted to the Manager, at the BSU centre where the candidates are registered, in writing on the prescribed credit exemption application form before the programme starts. Exemptions will be granted at the sole discretion of the Exemption Committee. Late applications will not be considered.

### **BSU5 MODERATION**

As per University requirements.

### **BSU6 UNSATISFACTORY ACADEMIC PROGRESS**

[See Rule G17]

### **BSU7 ASSESSMENT RESULTS**

All assessment results will be available via the DUT online mechanisms (Internet, result line, sms line) as soon as they become available. These constitute the officially published results. The onus therefore is on the student to obtain their results via any of these mechanisms. Non-receipt of results will not be accepted as a valid reason for missing deadlines for applications for remarks, scanning, reassessment, etc. Under no circumstances will results be given verbally by the BSU.

### **BSU8 CLASSIFYING STUDENT PERFORMANCE**

(This refers to the composite evaluation result for each subject.)

50% and above      Pass

45% - 49%          Eligible for Supplementary

44% and less        Fail

75% and above      Distinction (Refer rule G15)

### **BSU9 WITHHOLDING OF ASSESSMENT RESULTS AND GRADUATION CERTIFICATES**

Rule G13 (l) (m) refers.

## **BSUI0 SCANNING/RE-MARKING OF EXAMINATION SCRIPTS**

Refer rule G13 (1) (n).

## **BSUI1 SUPPLEMENTARY EXAMINATIONS**

Refer to rule G13 (2)

## **BSUI2 SPECIAL EXAMINATIONS**

Refer to rule G 13(3)

## **BSUI3 ACADEMIC INTEGRITY**

Refer to rule G 13(1) (o)

## **BSU 14 The BSU BTech: Mgt Programme Structure**

This programme consists of the following modules:

**Module 1:** Production Management 2 or Marketing 2

**Module 2:** Financial Management 4

**Module 3:** Management 4

**Module 4:** Research Methodology

## **BSU 15 PROGRAMME CONTENT**

### **1 (a) Production Management 2 (elective):**

Operations management; the strategic role and objectives of operations strategy; operations; process design; the design of products and services, supply network design; process technology; job design and work organization; the nature of planning and control; capacity planning and control; inventory planning and control; supply chain planning and control; enterprise resource planning; lean operations and JIT quality planning and control; operations improvement, failure prevention and recovery, managing improvement - The TQM approach; operations challenge.

Weighting:

Individual Assignment	25%
Group Assignment	15%
Examination	60%

### **1(b) Marketing 2 (elective):**

What is marketing and marketing planning; marketing planning methodology; market analysis; customer analysis, industry analysis; competitor analysis; macro-environment analysis; consumer buying behavior and business buyer behavior; marketing strategies; segmentation, target markets and positioning; product strategies; pricing policies and strategies; channel management; wholesaling; retailing and physical distribution; communication with the market; customer relationship marketing; marketing: an integration; implementation & control.

Weighting:

Individual Assignment	25%
Group Assignment I	15%
Examination	60%

## **2. Financial Management 4:**

Introduction to financial management; Role of the financial manager; review of financial statements and cash flow statements; interpretation and analyses of financial statements (including cash flow statements); time value of money; risks and return; valuations; cost of capital and capital structure and leverage; capital budgeting and cash flow principles; capital budgeting techniques; risk refinement in capital budgeting; gearing and leverage; working capital

management; working capital management short-term accounts receivable and inventory management; current liabilities management; dividend policy.

Weighting:

Test	15%
Individual Assignment	10%
Group Assignment	15%
Examination	60%

### **3. Management 4:**

Overview and nature of strategy; strategic analysis/the strategic position; environmental and industry analysis; strategic analysis- resources and competencies and strategic capabilities; strategic analysis-expectations and organization purpose; strategic choice-basis of strategic choice and strategic options; the management challenge of generic competitive strategies; strategic options;-basis of strategic options; strategic choice-evaluation and selection; strategy into action- managing change.

Weighting:

Group Assignment	15%
Individual Assignment	25%
Examination	60%

### **4. Research Methodology:**

The aims of research; the research topic; title and problem; literature review; population and sampling; quantitative research; qualitative research; validity and reliability; data collection; data analysis and interpretation; report writing; the research proposal.

Weighting:

Test	15%
Research Proposal	25%
Examination	60%

**E & OE**