



 **DUT**  
**DURBAN**  
UNIVERSITY OF  
TECHNOLOGY

 **FACULTY OF**  
**MANAGEMENT**  
**SCIENCES**

# **2019 HANDBOOK**

## **APPLIED MANAGEMENT (MIDLANDS)**

# **HANDBOOK FOR 2019**

## **FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT of  
APPLIED MANAGEMENT  
(*RIVERSIDE CAMPUS*)**

## **VISION**

Preferred provider of innovative, relevant, high quality, career focused graduates.

## **MISSION**

Providing a sustainable, technological enhanced, learning, teaching and research environment with key stakeholders.

Nurturing respect for human dignity, ethical values and principles, professionalism and accountability.

## **PROGRAMME VISION**

To be the Department of choice for Management and Business Education.

## **PROGRAMME MISSION**

- To promote the skills - cognitive, technical and human - of students in order to provide the community with manpower committed to enhancing the efficiency of both the commerce and service industries.
- To equip the students with the study skills and abilities for long term learning and to develop their leadership capacity.
- The department to actively pursue new knowledge by research, conference attendance and meetings with commerce and industry, which would update the appropriate courses of the programme.
- To encourage graduates to engage in management research.
- To advance the use of new technologies and knowledge by encouraging the students to apply the skills developed by the programme.
- To continually encourage both students and staff to use and apply the new technologies and knowledge to organisations.
- To actively promote the Department in conjunction with the University as a regional centre of excellence with respect to management studies.
- To utilise the latest technological means of communication to disseminate knowledge to both students and industry.

## **What is a University of Technology?**

A university of technology is characterized by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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### IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the 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.

# **PROGRAMME: DIPLOMA: MANAGEMENT SCIENCE (BUSINESS ADMINISTRATION)**

Riverside Campus

## **I. CONTACT DETAILS**

All departmental queries to:

Secretary: Tel No:

Ms. E. Giddings 033 - 845 8851

Fax: 033 - 845 8831

Location of Department:

Riverside Campus Room C309

All Faculty queries to: Faculty officer:

Mr S. Reddy

Tel No: 031 373 5410

Fax No: 031 373 5518

Location of Faculty Office:

A Block, 1<sup>st</sup> Floor MLS

Executive Dean:

Prof. R. Balkaran

Tel No:

031 3735130

Fax No:

031 3735333

Location of Executive Dean's office:

A-Block, 1st Floor, ML Sultan Campus

## **2. STAFFING**

### **Head of Department**

#### **Name and Qualification**

Dr B. I Dlamini, B.Admin, B.Admin(Honours: Industrial Psychology), Master of Administration (Industrial Psychology) and DPhil (UZ)

### **Senior Lecturer**

Ms. L McCullough, B.Sc. (UNP); MBA (Wales)

### **Lecturers**

Dr A.T Agbenyegah  
PhD (Business Administration); MBA (Management studies); PGD (Management); PGD (Taxation, UNISA); H DIP (Taxation, Potchefstroom)

Ms. T Z. Qangule  
National Diploma: Public Administration and Management (MLS); National Higher Diploma: Human Resources Management (TN); Master's in Business Administration – (UKZN)

### **Part time**

Dr L.K Jnr Zogli  
MA Economic Policy Management (University of Ghana) PhD (Economics) UKZN

Mr Lawa  
BA (Econ), HDM (UNISA) M Tech Bus Ad(DUT)

### 3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

<i>Qualification</i>	<i>SAQA NLRD Number</i>
Diploma in Management Sciences (Business Administration)	94830
Master of Management Sciences (Business Administration)	96838
Doctor of Philosophy in Management Sciences (Business Administration)	96817
National Diploma: Management <sup>1</sup>	72249
Bachelor of Technology: Management	72149
Bachelor of Technology: Business Administration <sup>2</sup>	72116
Master of Technology: Business Administration <sup>3</sup>	72169
Doctor of Technology: Business Administration <sup>3</sup>	72091

1. The National Diploma in Management (72249) is being phased out and there will be no new first year intake in 2016.
2. The B Tech in Management and the B Tech, Business Administration will be phasing out and the Advanced Diploma, Postgraduate Diploma in Management Sciences (Business Administration) degrees are to be introduced in 2019
3. The Master of Technology and Doctor of Technology: Business Administration degrees will be phasing out and will be replaced by the Master of Management Sciences (Business Administration) and PhD in Management Sciences (Business Administration) degrees.

The National Diploma: Small Business Management (20029) was phased out with effect from 1 January 2010.

## 4. PROGRAMME INFORMATION AND RULES – ENTRANCE REQUIREMENTS

### 4.1 DIPLOMA IN MANAGEMENT SCIENCES (Business Administration)

On the basis of one or more placement assessments, successful applicants for study towards a Diploma in Management Sciences (Business Administration) will be accepted into a three-year (minimum) programme of study.

The number of full-time first-year enrolments is restricted. Students wishing to enter on a full-time basis will be admitted on merit, based on their matriculation or equivalent results. It is therefore a requirement that all prospective students submit certified matriculation or senior certificate or equivalent results, together with their completed application forms for assessment.

**The minimum admission requirements for the diploma are as follows:**

For those applicants with a National Senior Certificate (NSC)				For those applicants with a Senior Certificate (SC)		
Symbol	Level		Points	Symbol	Higher Grade (HG)	Standard Grade (SG)
80 – 100%	7	Outstanding achievement	7	A	8	6
70 – 79%	6	Meritorious achievement	6	B	7	5
60 – 69%	5	Substantial achievement	5	C	6	4
50 – 59%	4	Moderate achievement	5	D	5	3
40 – 49%	3	Adequate achievement	4	E	4	2
30 – 39%	2	Elementary achievement	3	F	3	1
0 – 29%	1	Not achieved				
Applicants are required to have current National Senior Certificate (NSC) / NQF4 equivalent qualification, with a minimum of 25 points, excluding Life Orientation but with the following compulsory modules:				Applicants with 25 or more points will be considered, provided that they have obtained a minimum symbol of E on the Higher Grade, or D on the Standard Grade, in English and Accounting.		
English (Home)			3	If seven senior certificate subjects (or equivalent) were written, then the marks for English and the next best five other subjects (which must include Accounting and only one other language) will be used to calculate the points.		
OR English First Additional Language			4			
Mathematics			3			
OR Mathematics Literacy			4			
And two (2) 20 credit modules (not more than one language)			3			
If seven NSC (or equivalent) subjects were written, then the marks for English and the next best five other subjects (which must include Maths or Maths Lit but excluding Life Orientation) will be used to calculate the points.						

### 4.2 BACHELOR OF TECHNOLOGY: MANAGEMENT (to be phased out)

Entrance requirement: N.D.: Management. In exceptional circumstances, access to the Bachelor of Technology: Management via Conferment of Status and/or Recognition of Prior Learning may be considered.

#### **4.3 BACHELOR OF TECHNOLOGY: BUSINESS ADMINISTRATION**

(to be phased out)

Entrance requirement: Any three-year undergraduate diploma, as well as a minimum of three years' experience in a managerial position.

#### **4.4 MASTER OF TECHNOLOGY: BUSINESS ADMINISTRATION**

(to be phased out)

Entrance requirement: B. Tech.: Business Administration, or an appropriate four-year tertiary qualification, as well as three years' management experience. Preference will be given to candidates who have attained a 60% aggregate pass at the B. Tech. level, and a 60% pass in Research Methodology.

Candidates offering an 'equivalent' qualification for entry must make application for Conferment of Status, which must be granted before a place can be offered or accepted.

#### **4.5 DOCTOR OF TECHNOLOGY: BUSINESS ADMINISTRATION**

(to be phased out)

Entrance requirement: M. Tech.: Business Administration, or an appropriate Master's qualification.

#### **4.6 MASTERS OF MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)**

The Masters provides the student to explore research opportunities in a specialised area of business administration. In addition to General Rules G24, the following rules also apply to the masters of Management Sciences (Business Administration). Entrance requirement for the Masters of Management Sciences (Business Administration) is the B. Tech: Business Administration or equivalent. Preference will be given to applicants with an average score of 60% or higher in the B. Tech: Business Administration programme or equivalent.

#### **4.7 D. PHIL. IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)**

General Rule G25 refers. For further information, please contact the Head of Department. Students must have completed a Master's Degree in Business Administration or equivalent to do the Doctorate of Philosophy Degree in Management Sciences (Business Administration).

## 5. PROGRAMME STRUCTURE

### 5.1 DIPLOMA IN MANAGEMENT SCIENCES (Business Administration)

Module	C/O	Offered	Assessment	NQF Level	Pre-requisite	SAQA Credits	HEQSF Credits
Cornerstone 101	C	Semester	Continuous Assessment	5	As per entrance requirements	12	0.100
Academic Literacy	C	Semester	Continuous Assessment	5	As per entrance requirements	16	0.133
Introduction to Business	C	Semester	Continuous Assessment	5	As per entrance requirements	16	0.133
Law for Life	C	Semester	Continuous Assessment	5	As per entrance requirements	8	0.067
Quantitative Approaches to Management Sciences	C	Semester	Continuous Assessment	5	As per entrance requirements	8	0.067
KZN's Maritime Industry	C Dbn	Semester	Continuous Assessment	5	As per entrance requirements	8	0.067
Introduction to Business Law	C	Semester	Continuous Assessment	5	As per entrance requirements	16	0.133
Time and Stress Management	C Pmb	Semester	Continuous Assessment	5	As per entrance requirements	8	
Environmental Sustainability	C	Semester	Continuous Assessment	5	As per entrance requirements	8	0.067
Financial Literacy	C	Semester	Continuous Assessment	5	As per entrance requirements	12	0.100
Business Communication & Information Literacy	C	Semester	Continuous Assessment	5	As per entrance requirements	16	0.133
Management 1	C	Semester	Examination coursework	+ 6	As per entrance requirements	16	0.133
Finance for Managers	C	Semester	Examination coursework	+ 6	As per entrance requirements	16	0.133
Administrative Management 1	C	Semester	Examination coursework	+ 6	As per entrance requirements	12	0.133
Introduction to Technology	C	Semester	To be advised	6	As per entrance requirements	12	0.100
Management 2	C	Semester	Examination coursework	+ 6	Management 1	16	0.133
Financial Management 2	C	Semester	Examination coursework	+ 6	Finance for Managers	16	0.133
Administrative Management 2	C	Semester	Examination+ coursework	6	Administrative Management 1	12	0.100
Introduction to Economics	C	Semester	Examination coursework	+ 6	Quantitative approaches to Mgt Sc	16	0.135
Management 3	C	Semester	Examination coursework	+ 6	Management 2	16	0.133
Financial Management 3	C	Semester	Examination coursework	+ 6	Financial Management 2	16	0.133
Administrative Management 3	C	Semester	Examination coursework	+ 6	Administrative Management 2	12	0.100
Credit Control	O	Semester	Examination coursework	+ 6	As per entrance requirements	16	0.133
Logistics	O	Semester	Continuous Assessment	6	As per entrance requirements	16	0.133
Operations Management	O	Semester	Examination coursework	+ 6	As per entrance requirements	16	0.133
Applied Management	C	Semester	Coursework	6	Management 3	16	0.133
Applied Financial Management	C	Semester	Coursework	6	Financial Management 3	16	0.133
Applied Administration Mgt	C	Semester	Coursework	6	Administrative Mgt 3	12	0.100
Entrepreneurial Skills	C	Semester	Examination coursework	+ 6	As per entrance requirements	16	0.135

C= Compulsory

O= Optional

## 5.2 NATIONAL DIPLOMA: MANAGEMENT

Subject	C/O	Offering	Assessment	NQF Level	Pre-requisite
Management 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Communication: Business Admin	C	Year	Continuous assessments, theory & practical work	6	As per entrance requirements
Financial Accounting 1 (Module 1 and 2)	C	Semester	Two three hour written exam; tests, written and practical assignments	6	As per entrance requirements
End-User Computing (Module 1 and 2)	C	Semester	Continuous assessments, theory & practical work	6	As per entrance requirements
Administrative Management 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Management 2	C	Year	One three hour examination, and written and practical assessments	6	Management 1
Financial Management 2	C	Year	One three hour examination, and written and practical assessments	6	Financial Accounting 101 and 102
Production Management 1	C	Year	One three hour examination, and written and practical assessments		As per entrance requirements
Economics (Mod 1 & 2)	C	Semester	Two three hour written exam; tests, written and practical assignments	6	As per entrance requirements
Management 3	C	Year	One three hour examination, and written and practical assessments	6	Management 2
Financial Management 3	C	Year	One three hour examination, and written and practical assessments	6	Financial Management 2
Marketing 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Mercantile Law 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Experiential Learning	C	Year	One assignment	6	

C= Compulsory O= Optional

## 5.3 NATIONAL DIPLOMA: SMALL BUSINESS MANAGEMENT

Subjects	C/O	Offering	Assessment Method	NQF Level	Pre-requisite
Small Business Management 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Retail Business Management 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
End-User Computing (Modules 101 & 102)	C	Semester	Continuous Assessment	6	As per entrance requirements
Communication 1	C	Year	Continuous Assessment	6	As per entrance requirements
Administrative Management 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Small Business Management 2	C	Year	One three hour examination, and written and practical assessments	6	Small Business Management 1
Retail Business Management 2	C	Year	One three hour examination, and written and practical assessments	6	Retail Business Management 1
Credit Control 1	C	Year	Continuous Assessment	6	As per entrance requirements
Organisational Effectiveness 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirements
Small Business Management 3	C	Year	One three hour examination, and written and practical assessments	6	Small Business Management 2
Retail Business Management 3	C	Year	Continuous Assessment	6	Retail Business Management 2
Costing and Estimating 1	C	Year	One three hour examination, and written and practical assessments	6	As per entrance requirement
Experiential Learning	C	Year	Continuous Assessment	6	As per entrance requirement

C= Compulsory O= Optional

## 5.4 BACHELOR OF TECHNOLOGY: MANAGEMENT

Subjects	Compulsory	Offering	Assessment Method	NQF Level	Pre-requisite
Management 4	C	Annual	One three hour examination, and written and practical assessments	7	ND: Management
Financial Management 4	C	Annual	One three hour examination, and written and practical assessments	7	ND: Management
Research Methodology	C	Annual	Continuous assessment	7	ND: Management
Marketing 2	C	Annual	One three hour examination, and written and practical assessments	7	ND: Management

## 5.5 BACHELOR OF TECHNOLOGY: BUSINESS ADMINISTRATION

Subjects	Compulsory	Offered	Assessment	NQF Level	Pre-requisite
Financial Accounting Aspects 4	C	Year	One three hour examination, and written and practical assessments	7	As per entrance requirements
Management Information Systems	C	Year	Continuous Assessment	7	
Research Methodology	C	Year	Continuous Assessment	7	
Management Practice 4	C	Year	One three hour examination, and written and practical assessments	7	
Financial Management 4	C	Year	One three hour examination, and written and practical assessments	7	
Management Economics 3	C	Year	One three hour examination, and written and practical assessments	7	
Human Resources Management 2	C	Year	One three hour examination, and written and practical assessments	7	
Labour Relations & Law 2	C	Year	Continuous Assessments	7	
Production and Purchasing Management 2	C	Year	One three hour examination, and written and practical assessments	7	
Marketing Management 3	C	Year	One three hour examination, and written and practical assessments	7	

## 5.6 MASTER OF TECHNOLOGY: BUSINESS ADMINISTRATION

Subjects	Compulsory	Offering	Assessment Method	NQF Level	Pre-requisite
Research Thesis	C	Year	Final submission of thesis for examination purposes.	8	B Tech: Business Administration or equivalent

## 5.7 DOCTOR OF TECHNOLOGY: BUSINESS ADMINISTRATION

Subjects	Compulsory	Offering	Assessment Method	NQF Level	Pre-requisite
Research Thesis	C	Year	Final submission of thesis for examination purposes	9	M Tech: Business Administration or equivalent

## 5.8 MASTER OF MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

Subjects	Compulsory	Offering	Assessment Method	NQF Level	Pre-requisite
Research Thesis	C	Year	Final submission of thesis for examination purposes.	9	B.Tech: Business Administration or equivalent

## 5.9 DOCTOR OF PHILOSOPHY: BUSINESS ADMINISTRATION

Subjects	Compulsory	Offering	Assessment Method	NQF Level	Pre-requisite
Research Thesis	C	Year	Final submission of thesis for examination purposes	10	M.Tech: Business Administration or equivalent

## **6. REGISTRATION AND RE-REGISTRATION RULES**

### **6.1 Registration for Diploma in Management Sciences**

(Business Administration)

6.1.1 Students registering for the Diploma in Management Sciences are required to meet the minimum requirements detailed in departmental rule 4.1 above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings and subject to availability, those students with the highest points will be offered a firm place; the students who have applied with their grade II results may be offered a conditional place subject to them meeting the requirements in 4.1 above. Preference will be given to students from designated groups.

6.1.2 This course is offered on a semester basis and registration takes place during January and July. See General Rules G3, G4, G5, G6 and G7.

6.1.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

**6.2 Registration for National Diploma: Management** is on an annual basis with registration taking place in January of each year. A learner shall be admitted to maximum of SIX subjects in the first and second years of study

**6.3 Registration for the B.Tech: Management and the B.Tech: Business Administration.** New students wishing to apply for these programmes are required to apply via the department by the end of September of the year preceding their intended registration. These programmes are offered on an annual basis with registration taking place in January of each year.

**6.4 Changing from old programme to new programme.** The ND: Management will be phased out and students who have not completed the outstanding subject/modules in terms of the phase out plan, will be required to either transfer to the new programme, or must complete the outstanding subjects/modules elsewhere and may apply for exemption, subject to the provisions of the general rules. Students transferring from the incomplete ND: Management to the Diploma in Management Sciences (Business Administration) may, on application, be granted credit for modules passed towards the new qualification.

**6.5 Exemptions and Transfers:** Students will be able to carry credits from the ND: Management to the new qualification within a four-year period. See General Rules G8 and G9.

**6.4 Work done during the semester/year:**

6.4.1 Year marks/semester marks shall be determined in accordance with the requirements as indicated in the student guides. For details of assessment refer to the student guide pertaining to each subject/module. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.

- 6.4.2 Notwithstanding Rule G12 a year/semester mark obtained for any module is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that module if granted to the student in terms of Rule G13.
- 6.4.3 If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
- 6.4.4 All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test in the common general education modules. A make-up test replaces a single test that has been missed in the course of the year/semester, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated. Details whether make-up tests are offered in other, non-common modules will be outlined in the student guide for each module.
- 6.4.5 Students must verify course marks before the final examinations are written. A 40% year/semester mark is needed to gain entry into the examination of subjects/modules that have a terminal examination. Continuous assessment modules require a year/semester mark of 50%.

## 6.5 **Experiential Learning.**

A student who is enrolled for the N.D. in Management is required, usually in the third/final year of study, to complete a period of experiential learning, and submit an assignment based on the experiential learning to the Head of Department by a specified date, failing which the student will not be able to graduate.

## 6.6 **Exclusion rules.**

Students who are refused re-admission in terms of the University rules may motivate, in writing, to the Head of Department to be re-admitted. The Head of Department may forward a recommendation to the Faculty Board for a decision.

## 6.7 **Maximum time allowed for completion of qualifications:**

Diploma or National Diploma:	5 years
B Tech Degree:	4 years part-time or 2 years full-time
M Tech Degree:	3 years
D Tech Degree:	4 years part-time

First-year students registered for the Diploma in Management Sciences (Business Administration) who fail five (5) or more modules will not be permitted to re-register for the program. Students have the right to appeal this decision via the Students Appeals Committee (SAAC).

Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22, and G23), any other student who does not pass a minimum of 40% of the subjects/modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion. In calculating the time taken to complete a qualification, the periods of incomplete study at another institution/ programme/ department will be taken into consideration.

## 7. SUBJECT CONTENT

**NB:** Students to read this section in conjunction with the relevant student guides.

### **DIPLOMA IN MANAGEMENT SCIENCES (Specialisation in Business Administration)** **ACADEMIC LITERACY AND WRITING**

1. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Continuous Assessment

#### **The module consists of the following:**

Each week the teaching and learning will incorporate the three strategies outlined below collaboratively.

#### **Strategy 1: Reading**

Students will be given guided reading tasks in order to encourage them to complete a full reading of the text. Focus will be drawn to each of the following approaches to reading:

- Reading a text for its educational value
- Reading for pleasure
- Reading selected passages of a text for analysis
- The differentiation between reading novels, business correspondence newspapers and social media
- The identification of different registers, dialects, and jargon within a text
- The emergence of blending, code-switching and the incorporation of indigenous languages

#### **Strategy 2: Critical-thinking and Discussion**

Students will be provided with group discussion topics which will be related to the text that they have read. The objective will be to draw parallels between students' own life stories and experiences, and the pertinent issues which emerge from the text. Focus will be drawn to the following areas of social discourse:

- Preparation for life in the adult world of work and responsibility
- Gender relations
- Personal ethical frameworks
- Cultural literacies: reconfiguring inter-cultural communication into transculturation and engaging with global cultural trends through South African modes of representation

#### **Strategy 3: Writing**

Students will be guided to build upon the platform laid by the reading and critical-thinking/discussion sections of the module. The objective will be to develop writing skills at the sentence and paragraph construction levels using the following methodologies:

- Examining how sentences and paragraphs have been constructed by the writer of the text in selected passages
- Revision of the basic properties of sentences and paragraphs
- Writing practice (beyond the shadow of plagiarism)
- Laying the foundations of academic research through research report writing.
- Proofreading and editing of writing
- Summary writing

### **Administrative Management 1**

**Duration:** 12 weeks

**Assessment:** Examined

The module consists of the following:

- Introduction
- Worldwide trends
- The business environment
- Forms of business ownership and entry into the business world
- Levels of management and skills required at the different levels
- Functional departments within an organisation
- Information and knowledge management
- The office environment.

### **Administrative Management 2**

**Duration:** 12 weeks

**Assessment:** Examined

The module consists of the following:

- What is technology?
- The importance and use of technology in a business
- Internal communications using technology
- Introducing a (new) technological application into a business
- What is marketing?
- The importance of marketing to a business
- The marketing mix
- The link between technology and marketing
- Social networking.

### **Administrative Management 3**

**Duration:** 12 weeks

**Assessment:** Examined.

The module consists of the following:

- What is the human resource function?
- Job Analysis
- Recruitment, selection and placement
- Employment categories
- Legislation affecting recruitment, selection and placement
- Induction

- Human Resource Maintenance (performance appraisal, compensation management, job satisfaction)
- Human Resources Development
- Termination of employment and legislation affecting termination

### **Applied Administrative Management**

**Duration:** 12 weeks

**Assessment:** Continuous Assessment

The module consists of the following:

- Marketing Plan
- HR Programmes (recruitment, induction, development, retrenchment)
- Technology applications
- Occupational health and safety
- Workplace Preparedness

### **Applied Financial Management**

**Duration:** 12 weeks

**Assessment:** Examined.

The module consists of the following:

- Share Valuation and Stock Exchanges
- Risk and Return
- Capital Budgeting
- Analysis and Interpretation of AFS
- Long and short term financial planning

### **Applied Management**

**Duration:** 12 weeks

**Assessment:** Continuous Assessment

The module consists of the following sections:

- Components of the business environment
- Systems theory and thinking
- Problem solving and decision making processes
- Management of information and effective communication thereof
- Professional conduct and work place ethics
- Change management processes
- Total quality management system
- Group formation processes and its functional dynamics
- Presentation and reporting of information

## **BUSINESS COMMUNICATION & INFORMATION LITERACY**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment

The module consists of the following sections:

- Overview of Communication in the South African context
- Begin to reflect on group roles, functions and behavior
- Purpose, audience, context, conventions and types of business letters
- Guidelines for Writing emails

- Meetings: Types, jargon, office bearer roles
- Meetings procedure
- Meetings Documentation: Practice writing Notice, Agenda, Minutes
- Report Writing: Asking questions in surveys and interviews at a basic level
- Interpreting findings, and writing conclusions and recommendations
- Work with topics: analyse, identify keywords and alternative terms. Combine key words to use in a search strategy
- Work at computers learning how to access and search in electronic sources of information.
- Conduct a search for relevant information on an analysed topic using a variety of different resources.
- Search in Reference works such as encyclopaedias and dictionaries both in print and online.
- Search Library Online Public Access Catalogue.
- Search using a Discovery tool such as Summon. Search using a search engine such Google.
- Search in a relevant Library database.
- Evaluate the results of the searches according to specific criteria: relevance, currency, authenticity, bias and decide which information is to be used
- Answer questions about information found, or, give a presentation on information found or write a report on information found
- Create references using a system such as the Harvard Referencing System for all sources of information that have been chosen for use
- Write a paragraph of text demonstrating understanding of acknowledging sources as you write (in-text references)

## **CORNERSTONE 101**

- I. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Continuous Assessment

The module consists of the following sections:

The module will start with the analysis of a current issues (one critical event or development will be and analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

- Our journeys: moving into higher education
- Journeys from self to community (including forms of community engagement and service)
- Journeys of migration, discovery and coercion (including movement of labour)

## **CREDIT CONTROL**

Duration: 12 weeks

Evaluation: Examined

The module consists of the following sections:

- Credit process in terms of the National Credit Act
- Consumer credit information
- Consumer rights and obligations
- Credit agreements
- Cost of credit
- The marketing of credit
- Cancellation, variation and early settlement of credit agreements
- Reckless credit and debt counselling
- Debt collection
- Consumer credit institutions and complaints procedures
- Mortgages, motor vehicle finance and credit cards.

## **ENTREPRENEURIAL SKILLS**

Duration: 12 weeks

Evaluation: Examination

The module consists of the following sections:

- Nature and development of entrepreneurship
- Resource requirements, legal and related aspects
- Financing and entrepreneurial venture
- Networking and support
- Alternative routes to business ownership
- Managing growth and growth strategies and option
- International business opportunities

## **ENVIRONMENTAL SUSTAINABILITY**

- I. (a) **Duration:** 12 weeks
- (b) **Evaluation:**

## 2. Content

The module consists of the following sections:

Ecological studies

- Ecosystems
- Biodiversity
- Conservation

Hydrological cycle

- Climatology
- Global warming and climate change
- Effects on biodiversity
- Strategies to curb facilitated climate change

Environmental health

- What is environmental health?
- Pollution
- Environmental risk and society
- Sustainable development

Environmental sociology

- Traditional environmental knowledge
- Poverty, abuse and crime
- Resource management
- Poverty, abuse and crime

## FINANCIAL LITERACY

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment

The module consists of the following sections:

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

## FINANCIAL MANAGEMENT 2

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

1. Cost Classification
2. Cost Volume Profit Analysis
3. Budgets
4. Cash Flow Statements
5. Time Value of Money

## **FINANCIAL MANAGEMENT 3**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

1. Long Term Financial Planning and Growth
2. Valuation of Bonds and Shares
3. Capital Budgeting and Project Evaluation
4. Cost of Capital, Capital Structure and Dividend Policy
5. Risk and Return
6. Short term Financial planning and Management
7. Corporate Governance

## **FINANCE FOR MANAGERS**

1. (a) **Duration:** 12 weeks

(b) **Evaluation:**

2. **Content**

The module consists of the following sections:

- Basic Accounting
- Cash Management including cash budget
- Credit Transactions including Recon & Credit Management
- Basic AFS with Adjustments (explanation of journals and Process) including Ratios (basic ratios interpretation - liquidity, profitability, solvency and structure)
- Cost Classification, Materials and Labour
- Job Costing
- Cost Volume Profit Analysis

## **INTRODUCTION TO BUSINESS**

1. (a) **Duration:** 12 weeks

(b) **Evaluation:** Continuous Assessment

The module consists of the following sections:

Business Environment

- The nature of the business environment
- External, market and internal environments and their inter-relationship.
- Environmental analysis

Business Management

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

Marketing Management

- What is Marketing Management?
- The 4P's (Product, Price, Promotion and Place)
- Careers in Marketing Management

## Retail Management

- What is Retail Management?
- Functions of Retailing
- Retail mix
- Role of retail in the supply chain
- Careers in Retail Management

## Human Resources Management

- What is Human Resources Management & Personnel Management?
- Careers in Human Resources Management

## Public Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

## Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality.
- Careers in Operations Management

## **INTRODUCTION TO BUSINESS LAW**

- I. (a) **Duration:** 12 weeks
- (b) **Evaluation:** Examination

The module consists of the following sections:

- Basic framework of the South African legal system.
- General principles of the law of contract.
- The principles of consumer law in South Africa.
- Brief overview of the Basic Conditions of Employment Act 75 OF 1977.
- Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66 of 1995.
- Censorship
- Freedom of expression

## **INTRODUCTION TO ECONOMICS**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

Principles of Microeconomics

- Define economics.
- Define the economic problem.
- Explain scarcity, opportunity cost and choice.
- Explain how scarcity results in the problems of allocation, distribution and production.
- Identify the four sectors in the economy and show how they interact in the various markets.
- Describe how production, income and spending are related in the economy.
- Explain the components of the mixed economy.
- Use demand and supply curves to explain how price and output are determined in free and regulated goods markets.
- Use demand and supply curves to explain how wages and employment levels are determined in free and regulated labour markets.
- Use the concept of elasticity to predict how producers and consumers will respond to changing market conditions.
- Discuss the implications for price, output, profit, and efficiency of competition, monopoly, monopolistic competition and oligopoly market structures.

### Principles of Macroeconomics

- Calculate the major measures of macroeconomic activity (GDP; GNP; Expenditure on the GDP; GDE etc.)
- Explain the value-added method of calculating GDP.
- Distinguish between GDP at market prices and GDP at factor cost.
- Explain the difference between nominal and real GDP.
- Describe the problems associated with measurement of GDP and GNP.
- Draw a diagram of the business cycle.
- Identify the different phases of the business cycle.
- Explain what happens in the macro-economy during the different phases of the business cycle.
- Define unemployment and explain its measurement.
- Identify different types of unemployment.
- Define inflation and explain its measurement.
- Describe the causes of inflation.
- Discuss the consequences of unemployment and inflation for the economy.
- Describe the functions of money.
- Describe the main functions of the South African Reserve Bank.
- Demonstrate the money creation process.
- Explain how the basic instruments of monetary policy may be used to pursue macroeconomic objectives.
- Describe the distribution, allocation and stabilization functions of government.
- Explain fiscal policy and its relationship to the budget.
- Explain how the basic instruments of fiscal policy may be used to pursue macroeconomic objectives.
- Explain why international trade occurs.
- Critically analyse the arguments for trade intervention.
- Evaluate the impact of an import tariff.
- Identify the main components of the balance of payments.

- Explain how exchange rates are determined in the foreign exchange market.
- Discuss the implications of globalisation for the economy.

## **INTRODUCTION TO TECHNOLOGY**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment

The module consists of the following sections:

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of MS Word
- Overview of a presentation package such as PowerPoint.

## **KZN MARITIME INDUSTRY**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment.

The module consists of the following:

- The history of the Port of Durban and the Port of Richards Bay
- The historical background of locally based shipping lines and associations.
- The present maritime services offered and industries located in KZN
- The future of KZN's maritime industry including the planned dugout port and the Durban to Gauteng Freight Corridor
- Ship types including, but not limited to, container, tankers, bulk carriers, general cargoes, etc.
- Cargo types including, but not limited to, containerised cargoes, coal, oil cargoes, chemical cargoes, automobiles, etc.
- Routes including, but not limited to, KZN to the Far East, KZN to the Indian Sub-continent, KZN to NW Europe, KZN to Australia, etc.
- Ports including, but not limited to, Mumbai, Singapore, Fremantle, Rotterdam, etc.
- Local organisations including, but not limited to, EMC, SAASOA, SAAFF, Transnet, SAMSA,
- International organisations including, but not limited to, IMO, ILO, ITF, BIMCO, etc.
- Industries to include, but not limited to, ship building and repair

## **LAW FOR LIFE**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment

The module consists of the following sections:

- I. Life scenario: Motor vehicle accident:
  - Criminal law- purpose, procedure, parties, bail, sentences
  - Civil law-purpose, procedure, parties, outcomes
  - Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation

- Road Accident Fund- effect on the common law, purpose of the fund, application, forms.
- 2. Life scenario: A man wishes to get married, he already has one wife.
  - Different types of marital regimes in South Africa
    - civil unions
    - customary unions
    - Same-sex life partnerships.
- 3. Life scenario: A man dies leaving three wives and eight children.
  - The law of testate and intestate succession.
  - The requirements for a valid will.
  - Drafting a valid will

## **LOGISTICS MANAGEMENT**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment

The module consists of the following sections:

- Developing and implementing retail logistics strategies
- Nature and principles of stock management
- Stock performance Levels
- Principles of logistics and supply chain management
- Management of product movement and handling
- Customer accommodation
- Distribution Centres and Warehousing
- Risk Management

## **MANAGEMENT I**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

- History of Management
- Importance of Management
- Management Skills
- Planning, Organising, Leading and Controlling
- Decision Making
- Introduction to quality

## **MANAGEMENT 2**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

- Identify the various stakeholder groups and their interests on an organisation
- Understand the Importance of Managing in a Global Environment
- Strategic Planning
- Organisational Structure
- Organisational Culture
- Organisational Change

- Organisational Control
- Case Study Application
- Corporate Social Responsibility
- Diversity management/ contemporary issues
- Leadership

### **MANAGEMENT 3**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

- Organisations and organisational effectiveness
- Basic challenges of organisational design
- Designing organisational structure: authority and control
- Designing organisational structure: specialisation and coordination
- Organisational design and strategy in a changing global environment
- Organisational design, competences and technology
- Decision making, learning, knowledge management and information technology
- Innovation, intrapreneurship and creativity
- Managing conflict, power and politics

### **OPERATIONS MANAGEMENT**

**Duration:** 12 weeks

**Evaluation:** Examination

The module consists of the following sections:

Productivity, Competitiveness and strategy

- Definition of terms
- Operations and marketing influences towards competitiveness
- Why some organisations fail
- Computing productivity
- Factors that affect productivity
- Improving productivity

Capacity planning

- Importance of capacity decision
- Defining and measuring capacity
- Determinants of effective capacity
- Determining capacity alternatives
- Evaluating capacity alternatives

Product and service design:

- Reasons for product and service design;
- The degree of newness; phases in product design development;
- Designing for manufacturing; designing for service.
- Determining capacity alternatives;
- Evaluation capacity alternatives.

Process selection and facilities layout:

- Process selection;
- Facility layouts;
- Designing product layout:
- Line balancing; designing
- Process layout.

Management of quality:

- The evolution of quality management;
- Quality gurus;
- Consequences of poor quality;
- Quality awards;
- Quality certification.

## **QUANTITATIVE APPROACHES TO MANAGEMENT SCIENCES**

**Duration:** 12 weeks

**Evaluation:** Continuous Assessment, based on tests and/or assignments

The module consists of the following sections:

- Basic Number Calculations
- Using a Calculator
- Working with Decimals
- Working with Fractions
- Factorisation
- Decimal Fractions
- Working with percentages
- Working with averages
- Ratio and Proportion
- Simple and Compound Interest
- Markups
- Profitability
- Discounts and Commissions
- Graphs and Charts
- Banking and Investing

## **SUBJECT CONTENT: NATIONAL DIPLOMA: MANAGEMENT**

### **ADMINISTRATIVE MANAGEMENT I**

The role of administrative management in an organisation. Organisation and organisational structure in the enterprise and for administrative management. Management of an administrative office. Communication in the administrative office. Office systems, procedures and methods. The management of the office environment. BCE Act, Occupational Health and Safety Act.

### **COMMUNICATION: BUSINESS ADMINISTRATION I**

The communication process. Non-verbal messages. Transactional analysis. Guidelines for making speeches. Short speeches. Conducting interviews. Group discussions. Listening techniques. Meeting procedures. Memos. Compiling programmes. Notices for notice boards. Formal invitations. Translating. Internal and external memoranda. Official letters. Business letters. Application for employment. Reports.

### **ECONOMICS I**

#### **Module One (Micro-Economics)**

Introductory concepts; interpretation of graphs; demand, supply and the market; Market applications (elasticity, price fixing, tax incidence); revenue and costs, profit maximization theory of the firm; perfect and imperfect competition; competition policy.

#### **Module Two (Macro-Economic)**

Circular flow of economic activity; Macro-economic aims of an economy; national income accounting; money and banking and monetary policy; economic growth and development; economic role of government and fiscal policy; economic instability-unemployment and inflation; international trade and exchange rates.

### **END USER COMPUTING I**

**Theory:** Historical background; concept definitions; operating system concepts; information organization; tele-communications; application programmes; PC hardware and software acquisition; security

#### **Practical**

Experience of a package in each of the following fields:

MS DOS commands and file management, word processing, spreadsheets and graphics, record, file and database programmes, use of a specific application package in the study field of the student.

### **FINANCIAL ACCOUNTING I**

1. Introduction to accounting.
2. Processing of accounting data.
3. Control and recording of cash.
4. Completion of the accounting cycle.
5. Cost determination of certain assets.
6. Generally accepted accounting practice.
7. Control accounts.
8. Correction of errors (elementary).
9. Department accounts.
10. Manufacturing concerns (elementary).
11. Account systems and internal control.
12. Elementary statement of source

and application of funds.  
13. Clubs and non-profit organisations (elementary).

## **FINANCIAL MANAGEMENT 2**

1. Introduction to financial management.
2. Financial analysis and control.

## **FINANCIAL MANAGEMENT 3**

1. The basis of forward planning.
2. The budget.
3. Sources of finance.

## **MANAGEMENT I**

1. Evolution of management
2. Planning, Leading, Organising, Controlling
3. Decision-making
4. Co-ordination and Delegation

## **MANAGEMENT II**

1. Introduction / Why do we study management?
2. Planning
3. Leading
4. Organising
5. Controlling
6. Contemporary issues

## **MANAGEMENT III**

1. The establishment of Corporate Culture
2. The Team Leaders
3. Social Responsibility and Ethics
4. Management of changes

## **MARKETING I**

1. The marketing concept. Study of marketing philosophy.
2. An overview of the marketing process
3. The S.A. marketing environment.
4. The market.
5. Market measurement and forecasting.
6. Market segmentation.
7. Definition and scope of consumer behaviour.
8. Overview of the decision process.
9. Group influences on behaviour.
10. Individual influences on behaviour.
11. The decision process.
12. Applications and future directions of consumer analysis.

14. Analysis and interpretation of financial statements (elementary).
15. Partnerships

3. Working capital management.
4. Management of fixed assets

5. Training and Development in SA
6. Performance Appraisal, Motivation
7. Communication
8. Control

5. Political Behaviour in organisations
6. Management of Groups
7. Management of Conflict
8. Total Quality Control
9. Negotiation

## **MERCANTILE LAW I**

### **General Introduction**

1. The concept law.
2. Sources of SA law.
3. Division of the law.
4. The judiciary.

### **General Principles of Law of Contract**

1. Requirements.
2. Parties.
3. Void and voidable contracts.
4. Obligations.
5. Forms of breach.
6. Remedies for breach.
7. Termination.

### **Specific Contracts**

1. The contract of purchase and sale.
2. Credit agreements.
3. Common law contract of service.
4. Electronic Commerce

### **The Law of Negotiable Instruments**

1. Types of negotiable investments
2. Parties
3. Formal requirements
4. Concepts of negotiability and transferability
5. Protection of bankers

## **PRODUCTION MANAGEMENT I**

1. Introduction to production management.
2. Product service design.
3. Application of forecasting.
4. Facilities planning and layout.
5. Capacity management.
6. Aggregate planning.
7. Introduction to quality management.

**SUBJECT CONTENT:  
B TECH. MANAGEMENT**

**MANAGEMENT 4**

Module A: The process of strategic management, with case studies

Module B: Integrated Management

**FINANCIAL MANAGEMENT IV**

Overview of financial management. Risk and fair rate of return. Capital budgeting and project development. Long term financing decisions. Dividend policy. Working capital management. Case studies.

**RESEARCH METHODOLOGY (100% Year Mark)**

The aim and importance of research. Aids in research. Development of the techniques required to conduct a research project. Introduction to the Design of Experiments.

**MARKETING II**

Understanding of marketing management. Analysis of marketing opportunities. Developing marketing strategies. Planning Marketing programmes. Managing the marketing effort.

**SUBJECT CONTENT:  
B.TECH. BUSINESS ADMINISTRATION**

**FINANCIAL ACCOUNTING ASPECTS 4**

1. Introduction to financial performance in the management perspective
2. The accounting cycle
3. The books of prime entry (done basically in theory)
4. The general ledger and trial balance
5. Income statement and balance sheet
6. Accounting conventions
7. The regulatory framework, including, Companies Act, GAAP, Corporate Governance, Audit Report, Directors Report and JSE
8. Financial indicators
9. A selected listed company as a project study

**Human Resources Management 2**

1. General concepts of human resources management
2. Job analysis and job design
3. Employee recruitment and selection
4. Performance management
5. Compensation management
6. Employee training and management development
7. Career management
8. Labour issues

## 9. Interpersonal relations

### **Management Economics 3**

1. Introduction to micro-economics
2. Basic macro-economic concepts, methods and theory
3. Fiscal policy the role of government
4. The financial markets and monetary policy
5. Financial instruments and management
6. The business cycle
7. International economics
8. Macro-economic problem issues

### **Financial Management 4**

1. Task and terrain of the financial manager
2. The capital structure of the business
3. Capital budgeting and the time value of money
4. Working capital policy
5. The budgetary process
6. Financial analysis and planning
7. Inflation and its effect on financial decision making
8. Taxation and its effects on financial decision making
9. Dividend policy
10. Acquisition, mergers, prediction of business failure
11. Issues and concepts in financial management

### **Production and Purchasing Management 2**

1. The business in the external environment, including stakeholders
2. Logistics, operations and material flow, elements of a supply chain
3. Production requirements through purchasing
4. The impact of inventory on production
5. The production system: design and productivity
6. Inventory management and techniques
7. Production planning and control
8. Outbound logistics
9. Service/Relationships/Operations

### **Marketing Management 3**

1. Introduction
2. Market segmentation
3. Market information and research
4. Product strategy
5. Pricing strategy
6. Distribution strategy
7. Market communications
8. Marketing, planning and strategies

## **Management Information Systems**

1. An introduction to information systems
2. Traditional information systems
3. Using information systems towards a strategic edge
4. Computer networking
5. Systems for automation and collaboration
6. Information systems as a decision making tool
7. Global information society
8. Managing in an information driven society a social and ethical challenge

## **Research Methodology (100% Year Mark)**

The aim and importance of research

Aids in research

Development of the techniques required to conduct a research project.

Introduction to the Design of Experiments

## **Management Practice 4**

1. Managing generally in a changing environment
2. Managing strategically: Environmental and global forces
3. Managing strategically: Planning and strategy information
4. Making sound decisions
5. Designing the organisation
6. Motivating for performance
7. Leading and communication
8. Leading teams and organisational cultures
9. Managing conflict and stress
10. Controlling performance in organisations

## **Labour Relations & Law 2**

1. Diagnosis of the South African Labour Relations system and an explanation of the roles of the various players.
2. Classification of South African Trade Unions and demarcation of their policies and aims.
3. Employer organisations in relation to Trade Unions and the function of shop stewards.
4. Bargaining relationship of an organisation: commonality, conflict, power and different levels of bargaining.
5. The Basic Conditions of Employment Act and the Employment Equity Act; interpretation of contracts of employment; fair and legal employment practices.
6. The rights of employers and employees; the Act for Collective Bargaining; work place forums; dispute settlement and fair discipline.
7. Preparing for negotiations, power dynamics, and conducting negotiations.
8. The personnel function and labour relations; the role of communication in labour relations; lawful dismissals and grievance handling; work stoppages.
9. Distinguishing between types of dispute and disputes settlement; referring disputes in terms of the New Labour Relations Act and completing the necessary documentation.

# PROGRAMME: PUBLIC RELATIONS MANAGEMENT

Riverside Campus

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## IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the 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.

## **I. CONTACT DETAILS**

All departmental queries to:

Secretary: Tel No:

Ms. E.I Giddings

033 - 845 8851

Fax: 033 - 845 8831

Location of Department:

Riverside Campus Room C309

All Faculty queries to: Faculty officer:

Mr S Reddy

Tel No:

031 373 5410

Fax No:

031 373 5518

Location of Faculty Office:

M L Sultan Campus

Executive Dean:

Prof. R Balkaran

Tel No:

031 373 5130

Fax No:

031 373 5518

Location of Executive Dean's Office:

M L Sultan Campus

## 2. STAFFING

### Name and Qualification

#### Head of Department:

Dr B.I Dlamini  
B Admin, B Admin (Honours: Industrial Psychology), Master of Administration (Industrial Psychology) and DPhil (UZ)

#### Lecturers:

Ms. R Appelt  
PG Dip (Hons) Marketing & Supply Chain Management (UN)

Ms. N D Ndlela,  
MA (University of Natal: Durban)

Ms. T Mbanjwa  
MA (University of Natal: Durban)

#### Part Time

N/A

### **3. PROGRAMMES OFFERED BY THE DEPARTMENT**

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

#### **Qualification**

- Diploma in Management Sciences: Public Relations and Communication Management
- National Diploma: Public Relations Management (Phasing out in 2016)
- Bachelor of Technology in Public Relations Management
- Masters in Management Sciences: Public Relations and Communication Management
- Doctorate in Management Sciences: Public Relations and Communication Management

The National Diploma: Public Relations Management will begin a phase out process and there will be no further first year in take in 2016.

The B-Tech in Public Relations Management will be phasing out and the Advanced Diploma and Post Graduate Diploma are to be introduced in 2019.

### **4. PROGRAMME INFORMATION AND RULES**

The department offers the Diploma on a full time basis only. The B-Tech program is offered on a part-time basis.

The full-time instructional programmes are offered to students between 08:00 and 16:50 at the discretion and timetabling of the department.

The Masters in Management Sciences (NLRD ID: 96838) and Doctorate in Management Sciences (NLRD ID: 96817) are offered on both a full-time and part-time basis.

The Diploma in Management Sciences: Public Relations and Communication Management has been developed to produce competent graduates who are grounded in the fundamental theory and principles that underlie the practice and growth in this field. This 360 credit diploma is at a level 6 and is aligned with the qualification description as per the HEQF (Higher Education Qualification Framework). In keeping with the institution's aims of creating, maintaining and developing its relationships with commerce, government and industry, this diploma seeks to further strengthen the link between the institution and the world of work. The learning environment is flexible in both its mode of delivery and its methodologies, with a combination of formal face-to-face classes, and independent learning contributing to the learners' experience

#### **Diploma: Management Sciences (Public Relations and Communication Management NLRD No. 94830)**

The following rules are to be read in conjunction with the General Rules found in the DUT General Handbook for Students. See General Rules G21B and General Rules G7.

#### 4.1 Entrance requirements for the new qualifications are as follows:

Applicants wishing to enrol for the Diploma: Management Science (Public Relations and Communication Management) at the Durban University of Technology are required to have current matric National Senior Certificate (NSC)/NQF4 equivalent qualification, with a minimum of 25 points excluding Life Orientation.

#### 4.2 Entrance requirements for the new qualifications are as follows:

Applicants wishing to enrol for the Diploma: Management Science (Public Relations and Communication Management) at the Durban University of Technology are required to have current matric National Senior Certificate (NSC)/NQF4 equivalent qualification, with a minimum of 25 points excluding Life Orientation.

The following admission rating system will be used in selecting students:

NSC Requirements	NSC Rating Code	Senior Certificate requirements
<b>Compulsory Subjects</b>		Applicants with 20 points or more holding a senior certificate or equivalent qualification will be considered.
English (home) OR English (1 <sup>st</sup> additional)	3 4	
Mathematics OR Mathematics Literacy	3 4	
And two (2) 20 credit subjects (not more than one language)	3	

**Note:** A pass in Mathematics (3) or Maths Literacy (3) is not a requirement for the specialisations below, however, internal selection processes will be applied if the number of applicants exceeds the number of spaces available:

- Public Relations and Communication Management
- Business Law

#### Scoring:

RESULTS	NSC	SENIOR CERTIFICATE		NC (V)
		HG	SG	
90 – 100%	8	8	6	4
80 – 89%	7	7	5	4
70 – 79%	6	6	4	4
60 – 69%	5	5	3	3
50 – 59%	4	4	0	0
40 – 49%	3	3	0	0

**Or**

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and b) at least 60% in three compulsory vocational subjects

**Or**

An access pathway for mature students (older than 23 years with a minimum of 3 years work experience in a related field) will be provided. Learners may also be granted access to the qualification through DUT's Recognition of Prior Learning (RPL) process.

### **Selection criteria for this programme.**

Applicants must meet the minimum requirements mentioned in 4.1 above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place, the learners who have applied with their grade II results may be offered a conditional place subject to them meeting the requirements in 4.1 above. Preference will be given to learners from designated groups.

#### **4.2 Registration**

- 1.1 All courses offered are semester and registration takes place during January and July. See General Rules G3, G4, G5, G6 and G7.
- 1.2 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

#### **4.3 Changing from old programme to new programme**

Students who have failed more than two subjects in the first year of study in ND: Public Relations and Communication Management will have to migrate to the new qualification.

The ND PRM will be phased out and students who have not completed the outstanding subject in terms of the phase out plan will be required to either transfer to the new qualification, or must complete the outstanding subjects elsewhere and may apply for exemption, subject to the provision of the general rules.

Students transferring from the incomplete National Diploma in Public Relations Management (ND PRM) to the Diploma in Management Sciences: Public Relations and Communication Management (DMS: PRCM) may, on application, be granted credit for subjects passed towards the new qualification.

#### **4.4 Exemptions and transfers**

Students will be able to carry credits from the ND in Public Relations Management to the new qualification within a four-year period. See General Rules G8 and G9.

#### 4.5 Work done during the year: see programme and assessment plan and structure accordingly

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner/study guides. For details of assessment refer to the learner/study guide pertaining to each module. Failure to meet these requirements will disqualify a student from writing the final examination in the module concerned.
2. Notwithstanding Rule G12 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G13.
3. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
4. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero mark will be allocated.
5. Students must verify course marks before the final examinations (where applicable) are written. A 40% course mark/DP is needed to gain entry into the exam.

#### 5. Student conduct

See General Handbook Rules SRI to SRI2

#### 6. Experiential Learning

Read in conjunction with Rule G28 in the General Handbook for Students.

In order to qualify for the diploma, all full-time students who are bona fide final year students (i.e. students who will complete their diploma programme at the end of the third year) will be required to undertake a period of experiential learning in an approved industrial/commercial organisation.

Details are available in the Departmental Experiential Learning Policy document.

The student is required to complete an official logbook detailing duties performed and be subject to an end-of-training evaluation by the immediate supervisor.

Although the Institution undertakes to assist the student/candidate in obtaining suitable experiential learning placement, the onus is on the student/candidate to find an “employer”.

The employer must be accredited by the Durban University of Technology for the purposes of experiential learning. An experiential learning agreement creates a separate contract between the “employer” and the student/candidate.

## 7. Programme structure (New programme)

Subjects	Assessment method	Semester	NQF level	Pre-Req	Major Subject
DUT Cornerstone 101	C	1	5		
Environmental Sustainability	C	1	5		
Quantitative Approaches to Management Sciences	C	1	5		
Introduction to Business	C	1	5		
Introduction to Business Law	C	1	5		
Time & Stress Management	C	2	5		
Law for Life	C	2	5		
Academic Literacy	C	2	5		
Business Communication & Information Literacy	C	2	5		
Financial Literacy	C	2	5		
Fundamentals of Public Relations	C	1	6		Yes
Fundamentals of Communication Science	C	1	6		Yes
Public Relations and Media	C	1	5		Yes
Introduction to Technology	C	2	6		
Applied Public Relations and Communication Planning	C	2	6		yes
Writing for Public Relations	C	2	6		Yes
Public Relations contexts	C	2	6		
Society and the media (GEM)	C	2	6		
Work Preparedness (Inst GEM)		1	6		Yes
Marketing for Public Relations	C	1	6		
Corporate Communication	C	1	6		Yes
Stakeholder Management	C	1	6		Yes
Dynamics in the Workplace	C	2	6		
Reflective Learning	C	2	6		
Public Relations Practice	C	2	6		Yes
Communication Practice	C	2	6		Yes

C = Continuous Assessment

E = Final Examination

8. **Progression rules including pass requirements**
1. The final pass mark for all subjects is 50%.
  2. Barring timetable and credit constraints, students who have failed any modules in a previous semester are required to register for the failed modules first before any new modules are added.
  3. Students may not register for more than 0,5 HEMIS credits in a semester – the HEMIS credits to be determined by the online and/or manual registration process. Information on HEMIS credits is also available from the academic department.
  4. Where a module has a pre-requisite module, students are required to pass the pre-requisite module first.  
Also see General Rule G14, G15, G16 and G21B See General Rule G14, G15, G16 and G21B.

9. **Exclusion rules**

1. Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22 and G23), any student who does not pass a minimum of 40% of the modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion.
2. Students who have been excluded from any other programme and who are wanting to register for programmes offered in this department will be considered on an individual basis.

10. **Subject Content**

Students to read this section in conjunction with the relevant learner guides.

11. **RULE DETAILS**  
**ENTRANCE REQUIREMENTS**

See General Rules G7.

**REGISTRATION**

See General Rules G3, G4, G5 and G6.

**INSTRUCTIONAL PROGRAMME Diploma in Management Sciences (Public Relations and Communication Management) (NLRD No. 94830)**

1. The instructional programme shall consist of ten (10) Level One, three (3) Level Two, and three (3) Level Three subjects.
2. All lectures for this diploma will be conducted on full-time (3 years) basis.

3. **Subjects**

**Level One (1)**

DUT Cornerstone 101  
Environmental Sustainability  
Quantitative Approaches to Management Sciences  
Introduction to Business

Introduction to Business Law  
Time & Stress Management  
Law for Life  
Academic Literacy  
Business Communication & Information Literacy  
Financial Literacy

### **Level Two (2)**

Fundamentals of Public Relations  
Fundamentals of Communication Science  
Public Relations and Media  
Applied Public Relations and Communication Planning  
Writing for Public Relations  
Public Relations contexts  
Introduction to Technology  
Society and the media

### **Level Three (3)**

Work Preparedness  
Marketing for Public Relations  
Corporate Communication  
Stakeholder Management  
Dynamics in the Workplace  
Reflective Learning  
Public Relations Practice  
Communication Practice

### **WORK DONE DURING THE YEAR**

In addition to the conditions of General Rule G14 and Departmental Rule CM6 the following conditions will apply:

I. Tuition, part-time courses

There will be approximately 32 weeks of lectures, tutorials, tests and revision.

Subject to size of classes and the credit value, the weekly programme will be:

Lectures: 2 or 3 periods

Tutorials: 1 period

### **PASS REQUIREMENTS**

See General Rule G14/G16/G17.

### **SYLLABI**

The syllabus for each subject indicated in the instructional programme above is published at the end of the handbook in alphabetical order.

## **B. TECH: PUBLIC RELATIONS MANAGEMENT (BTPRMI)**

### **Course Objective:**

Public Relations offer direction for organisations to communicate, manage relationships and engage with their stakeholders. This degree aims to prepare students with the knowledge, skills and competencies relevant to the public relations discipline.

### **ENTRANCE REQUIREMENTS**

The ND: Public Relations Management or an equivalent three year tertiary qualification. In addition, a graded average of 60% in Public Relations Three and Communication Science Three.

### **REGISTRATION**

See General Rules G23

### **INSTRUCTIONAL PROGRAMME**

The programme comprises five (5) subjects:

#### **Subject**

- Public Relations IV
- Communication Science IV
- Media Studies III
- Research Methodology
- Management Practice

### **DURATION OF INSTRUCTIONAL PROGRAMME**

Full time or a minimum of two years part-time.

### **ASSESSMENT AND EXAMINATION**

See General Rules G12/G13

### **PASS REQUIREMENTS**

See General Rules G14 & G16

### **EXEMPTIONS**

See General Rules G8

### **SYLLABI**

The syllabus for each subject indicated in the instructional programme above is published at the end of the handbook.

## **MASTERS IN MANAGEMENT SCIENCES:**

### **PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT (NLRD ID: 96838)**

This is a dissertation based qualification. Students must prove that they understand a particular problem in the industry in which they have done research, are able to analyse and set it out logically, are able to arrive at logical conclusions or a diagnosis, and are then able to make proposals for the improvement/the elimination of the problem. For further information, please address enquiries to the Department of Public Relations Management.

### **ADMISSION REQUIREMENTS**

B. Tech: Public Relations Management. See General Rules G24 (1).

### **REGISTRATION**

See General Rules G26.

### **DURATION**

See General Rules G24 (2).

### **ASSESSMENT AND DISSERTATION**

See General Rules G24 (4).

### **Diploma in Management Sciences**

#### **(Public Relations Management – Module Content)**

#### ***DUT Cornerstone 101***

The module will start with the analysis of a current issue (one critical event or development will be analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

Our journeys: moving into higher education

Journeys from self to community (including forms of community engagement and service)

Journeys of migration, discovery and coercion (including movement of labour)

#### ***Environmental Sustainability***

##### **1. Ecological studies**

- Ecosystems
- Biodiversity
- Conservation
- Hydrological cycle

##### **2. Climatology**

- Global warming and climate change
- Effects on biodiversity
- Strategies to curb facilitated climate change

3. Environmental health
  - What is environmental health?
  - Pollution
  - Environmental risk and society
  - Sustainable development
4. Environmental sociology
  - Traditional environmental knowledge
  - Poverty, abuse and crime
  - Resource management
  - Poverty, abuse and crime

### ***Law for Life***

1. Life scenario: Motor vehicle accident:
  - Criminal law- purpose, procedure, parties, bail, sentences
  - Civil law-purpose, procedure, parties, outcomes
  - Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation
  - Road Accident Fund- effect on the common law, purpose of the fund, application, forms
2. Life scenario: A man wishes to get married, he already has one wife.
  - Different types of marital regime in South Africa
    - civil unions
    - customary unions
    - same sex life partnerships
3. Life scenario: A man dies leaving three wives and eight children.
  - The law of testate and intestate succession.
  - The requirements for a valid will.
  - Drafting a valid will

### ***Introduction to Business***

#### **Business Environment**

- The nature of the business environment?
- External, market and internal environments and their inter-relationship.
- Environmental analysis

#### **Business Management**

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

#### **Marketing Management**

- What is Marketing Management?
- The 4P's (Product, Price, Promotion and Place)
- Careers in Marketing Management

#### **Retail Management**

- What is Retail Management?
- Functions of Retailing
- Retail mix
- Role of retail in the supply chain
- Careers in Retail Management

#### Human Resources Management

- What is Human Resources Management & Personnel Management?
- Careers in Human Resources Management

#### Public Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

#### Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality.
- Careers in Operations Management

### ***Quantitative Approaches to Management Sciences***

- Basic Number Calculations
- Working with Fractions
- Working with Decimals
- Decimal Fractions
- Working with percentages
- Using a calculator
- Ratios
- Powers and Roots
- Algebra
- Graphical representations – straight line graph
- Tables and Charts
- Statistics

### ***Time and Stress Management***

- Introduction to Stress and Stress Management
- Building Stress Management Skills
- Understanding Time Management
- Overcoming Barriers to Effective Time Management
- Purpose of Planning
- Personal Goal Setting

### ***Introduction to Business law***

- Basic framework of the South African legal system.
- General principles of the law of contract.
- The principles of consumer law in South Africa.

- Brief overview of the Basic Conditions of Employment Act 75 OF 1977.
- Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66 of 1995.
- Censorship
- Freedom of expression

***Business Communication and Information Literacy***

Group roles, functions and behaviour, and reflection on own and others' performance. Format and conventions for: various types of business letters; emails; reports; meetings documentation. Exercises for practice of the aforementioned. Functions and patterns of meetings and roles and functions of office bearers.

Accessing and searching electronic catalogues and databases for specific items; evaluating items so found. Use of at least one referencing system.

***Financial Literacy***

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

## **Academic Literacy**

Students will be introduced to the concept of academic literacies and the link between reading literature and literacy. Also academic research and the writing of assignments will be discussed. The problems associated with referencing and plagiarism will be addressed. Distribution of novel and learner guides will take place. Text reading targets for the structured completion of students' own reading of the novel will be set.

Students will discuss in groups selected passages from novel with respect to register, culture and purpose. Oral feedback session.

Students will identify parts of sentence construction and compare direct and indirect speech.

Students will complete a short written quiz to assess their progress in the reading of the novel. (online exercises)

Analysis of paragraphs. Students will identify topic sentences and other functionalities. Group work discussions and critical thinking on themes related to gender relations and language.

Students will write a short (15 lines) paragraph each related to group discussions on gender. Formative assessment and feedback to be given.

Students to read aloud in class from the novel!

Research Report Writing Workshop. Developing the basics of the academic research writing process.

Further developed by online exercises.

Proof-reading and correction exercises. Focus on punctuation and accuracy.

Writing and re-writing exercises. Focus on expression and clarity.

Group discussions and worksheet on multilingualism and translation in texts. Focus on glossary and dictionary use.

On-line self-assessments of students' progress with the prescribed novel.

Students will complete a short written quiz to assess their progress in the reading of the novel.

**Textual analysis:** Students will analyse selected passages from the novel and in groups complete worksheet on transculturation/intercultural communication.

Summary writing: purposes and strategies.

Summary writing exercises.

Summary writing: selecting relevant information.

Summary writing exercises.

Self-reflection:

How has reading the novel helped develop my academic literacy/literacies?

What role does culture play in the modern lifestyle of both work and leisure?

Submission of short written piece based on this reflection.

## **Year 2**

### **Fundamentals of Public Relations**

- The public relations profession
- Historical Perspectives
- Introduction to Research in public relations

- The public relations programme
- Introduction to the tools of public relations

### ***Fundamentals of Communication Science***

- History of Communication
- Functions of Communication
- The Communication Process
- Perception, Listening and Feedback
- Non-verbal Communication
- Language and Communication
- Small-group Communication
- Public Speaking

### ***Public Relations and Media***

- Public Relations and Journalism
- Interaction between public relations and journalism
- Characteristics, categories and types of news
- News values and newsworthiness
- Print Media – newspapers
- Print Media – magazines
- Electronic Media – television
- Electronic Media – radio
- Introduction to New Media technology and its impact on the public relations profession
- Media relations and interaction through:
  - Media Interviews (research, planning, guidelines)
  - Media Conference (planning and execution)
  - Media Kit
- Ethical media considerations

### ***Applied Public Relations and Communication Planning***

- Programme Research;
- Programme planning;
- Programme action and communication
- Programme evaluation

### ***Writing for Public Relations***

- Introduction to Public Relations writing
- The role of the writer
- Ethical and legal responsibilities of the Public Relations writer
- Public and channels
- Research for the public relations writer
- Writing modules
  - Press release

- Feature article
- Newsletter
- Online articles and posts

### **Public Relations contexts**

- Public Relations Ethics and Responsibilities
- Corporate Social Responsibility
- Financial Public Relations
- Environmental Relations
- Consumer Relations
- Business and Non-profit Public Relations
- Public Relations in Entertainment, health, sport and travel

### **Introduction to Technology**

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of Ms Word
- Overview of a presentation package such as Powerpoint.

### **Society and the media**

- Defining the media
- Media studies & approaches
- What do the media do to us: Media and society
- Ideological power of the media
- Censorship and the media

### **Year 3**

#### **Work Preparedness**

- Techniques for identifying personal strengths and weaknesses
- Career planning and goal setting
- Employment barriers and overcoming them
- Sources of career and job opportunity information
- Job search techniques
- Styles, types and applications of the CV (resume)
- The written CV
- Researching prospective employers
- Preparation for interviews
- Interviewing techniques
- Dress and hygiene practices
- Ethical behaviour and punctuality
- Realistic expectations

#### **Marketing for Public Relations**

- What is marketing and the processes that are followed to reach the

consumer

- The marketing environment
- Understanding the consumer
- Segmentation, targeting and positioning
- Product ,distribution and pricing decisions
- Integrated Marketing Communication

### **Corporate Communication**

- Organisational Communication
- Intercultural Communication
- Introduction to Corporate Strategy
- Reputation Management

### **Stakeholder Management**

- Strategic public relations management
  - Public Relations Departments
  - Public Relations firms
- Stakeholder relations
  - Analysing the term 'stakeholder'
  - Understanding the effects/implications of stakeholders on the organisation
  - Maintaining mutually beneficial systems of stakeholder relationships
  - Identifying, analysing and communication with various stakeholder groups
- Brand management
  - Introduction to branding; its purpose and importance
  - The difference and relationship between corporate image, corporate identity and brand
  - Brand positioning
  - Associative network model for brands
  - Brand equity
  - Brand names

### **Dynamics in the Workplace**

- Organisational roles and structures
- Employment contracts and labour practices
- Time management
- Changing aspects in the workplace: sexual harassment, conflict management and labour law

### **Reflective Learning**

- Introduction to Reflective learning
- Guided Reflection
- Compiling Reflective Diaries
- Writing Reflectively

### **Public Relations Practice**

- Event Organisation

- Media Liaison
- Conference planning
- Exhibition Planning
- Fundraising for Non Profit organisations
- Publication Management
- Corporate social responsibility

### **Communication Practice**

- Written Communication (Internal and External)
- Campaign Planning
- Corporate Advertising

## **SYLLABI National Diploma Public Relations Management [Old Diploma]**

### **ND: PUBLIC RELATIONS MANAGEMENT (NDPRL I)**

#### **PUBLIC RELATIONS I (PRLT101)**

- Historical perspectives
- The Public Relations profession
- Elementary Public Relations research
- The basic Public Relations programme
- Tools and techniques of Public Relations
- Practical work/assignments/case studies

#### **COMMUNICATION SCIENCE I (CMSC101)**

- Introduction to the nature of communication theory
- Intrapersonal communication
- Interpersonal communication
- Public communication
- Small group communication
- Mass communication
- Practical applications]

#### **MEDIA STUDIES I (MDST101)**

- Ethical considerations
- Gathering the news
- Newspapers
- Magazines
- Feature writing
- Radio
- Television
- New Media Technology
- News release writing
- Media Strategy

## **INTRODUCTION TO WORD PROCESSING (IWRP101)**

- Hardware and Software
- Keyboarding skills
- M.S. word processing

## **ENGLISH (ENGL101)**

- Language as a medium of communication
- Précis
- Report writing
- Style in feature writing
- Correspondence
- Analysis of articles
- Oral
- Language usage
- Objective/Subjective language
- Vocabulary
- Conference organisation
- Speech writing
- Advertising as a medium of communication
- Reviews
- Functional grammar

## **MARKETING AND ADVERTISING FOR PUBLIC RELATIONS (MKAD101)**

- The marketing background
- The marketing mix
- Marketing research
- The marketing communication mix
- Introduction to strategic marketing, planning.

## **BUSINESS STUDIES: PUBLIC RELATIONS (BSPB101)**

- Basic economic concepts
- Forms of business ownership
- Financial accounting and reporting
- Business plan
- General management
- Risk management
- Marketing management
- Financing (long and short term)
- Human resources management

## **PUBLIC RELATIONS II (PRLT201)**

- PR Research and planning
- Budgeting
- PR in commerce and industry
- PR for non-profit and welfare organisations
- PR in the public sector
- International PR
- Social responsibility
- Students are encouraged to do their own research into organisations and

to take part in promotional campaigns

### **COMMUNICATION SCIENCE II (CMSC201)**

- Mass communication and theories
- Mass media (Theory and Practice)
- Persuasive communication
- Political communication
- Practical application

### **MEDIA STUDIES II (MDST201)**

- Editing and design
- Photography
- Advanced writing
- Desktop publishing
- Semiotics
- Censorship
- Ideology and the media

### **LAW FOR PUBLIC RELATIONS (LWPRI01)**

- Introduction to the S.A. Legal system
- Definition and registration of newspapers
- Defamation
- Statutes regulating advertising
- Gambling
- The law of Immaterial Property
- Statutes regulating contents of publications
- Basic outline of relevant areas of Labour Law
- Basic principles of Law of Contract
- Any other relevant legislation promulgated not less than six months before the date of the examination.

### **isiZulu (SIZUI01)**

- Theory of communication
- Correspondence
- Meeting procedure
- Language usage
- Speeches
- Conflict
- Language of persuasion

### **FRENCH (FENHI01)**

- I. (a) **Duration:** One year (36 weeks), with supplementation in a second semester. Three (3) contact periods per week.
- (b) The year mark is made up from the results of such tests and assignments as may be set.
- (c) The examination shall consist of one three-hour paper and an oral test.

## 2. **Theory**

Material is presented at a level that allows for the development of spoken and written language ability. French is taught on a second-language basis to all students.

## 3. **Practical**

Stress falls on practical involvement of students both in the class and in the workplace.

### **SOCIAL PSYCHOLOGY (SPSC201)**

- Introduction to Social Science
- Individual factors in social perception
- Social relations
- Social influence
- Group dynamics and leadership
- Social psychology in the workplace

### **INDUSTRIAL RELATIONS (INRL101)**

- Introduction to Industrial Relations
- Parties to the labour relationship
- Labour relations and the organisation
- New Labour Relations Act (LRA)
- Recognition agreements and in-company procedures
- Conflict resolution
- Unfair dismissals

### **COMMUNICATION SCIENCE III (CMSC301)**

- Organisational communication
- Intercultural communication
- Development communication
- Public and Internal Communication
- Advanced Case Studies

### **PUBLIC RELATIONS III (PRLT301)**

- Public Relations management, techniques and strategies
- Corporate / Institutional, advocacy advertising
- Advanced communication with employees
- Public Relations in the mass communication media
- Advanced case studies/assignments

### **PUBLIC RELATIONS PRACTICE (PRLP301)**

- Six months of WIL within the field of Public Relations
- Written assessments and practical's

## **B. TECH: PUBLIC RELATIONS MANAGEMENT**

### **PUBLIC RELATIONS IV (PRLT401)**

- Theoretical context of Public Relations
- International Public Relations
- Political and Governmental Public Relations
- Corporate Community Involvement
- Financial Public Relations

### **MEDIA STUDIES III (MDST301)**

- Mass Media Theories
- Media and Representation
- Media Ownership and Control
- Political Economy of the Media
- Advanced Desktop Publishing

### **COMMUNICATION SCIENCE IV (CMSC401)**

- Theories in Development Communication
- Strategic Organisational Communication
- Strategic Communication Planning
- Corporate Reputation Management
- Conflict Resolution and Negotiation

### **MANAGEMENT PRINCIPLES AND PRACTICE (MPCT401)**

- Evolution of management
- The practice of management
- Small business undertakings
- Planning
- Organising
- Leading
- Controlling
- The nature of managerial work

### **RESEARCH METHODOLOGY (RSRM101)**

- The purpose of research
- The purpose and importance of research in the educational situation
- Steps in research
- Methods of research
- Statistical methods
- Test compiling and analysis of student answers
- Aids in research
- A mini-thesis on a specialised area of communication selected in consultation with the lecturer.

# PROGRAMME: HUMAN RESOURCES MANAGEMENT

Riverside Campus

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## IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the 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.

### I. CONTACT DETAILS

All departmental queries to:

Secretary:	Ms. Giddings
Tel No:	033-8458851
Fax No:	033-8458831
Location of Department:	Riverside Campus Room C309

All Faculty queries to:

Faculty officer:	Mr S Reddy
Tel No:	031-3735140
Fax No:	031-3735158
Location of Faculty office:	A-Block 1st Floor MLST

Executive Dean:

Tel No:	Prof R. Balkaran
Fax No:	031-3735154
Location of Executive Dean's office:	031-3735333
	A-Block 1st Floor MLST

## **2. STAFFING**

### **Name and Qualification**

#### **Head of Department:**

Dr B I Dlamini  
B Admin, B Admin (Honours: Industrial Psychology),  
Master of Administration (Industrial Psychology) and  
DPhil (UZ)

#### **Senior Lecturer:**

Dr O E Okeke-Uzodike  
Eng (Enugu State Univ. of Tech), MBA (ESUT Business  
School) PhD (Management (UKZN)

#### **Lecturers**

Mr B Tayler  
B Soc Sc (UNP); HRM & AIR (Hons)

#### **Part-Time/ Contract**

Mr R. N Nguni  
(B.Tech) HRM MUT

### 3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification	SAQA NLRD Number
ND: Human Resource Management	49692
BTECH: Human Resource Management	16745
MTECH: Human Resource Management	
DTECH: Human Resource Management	

### PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

#### Qualification

Diploma in Management Sciences (Human Resources Management)  
National Diploma: Human Resources Management (Phasing out in 2016)  
Bachelor of Technology in Human Resources Management  
Master of Philosophy in Human Resources Management  
Doctor of Philosophy in Human Resources Management

The following programme are being phased out and there will be no new first year in take in 2016:

#### ND: Human Resources Management.

The B.Tech Human Resource Management will be phasing out and the Advanced Diploma and Post Graduate Diploma is to be introduced in 2019.

### 4. PROGRAMME INFORMATION

The department offers the Diploma: Human Resource Management, the Diploma: Management Sciences (Human Resources Management) and the BTech: Human Resources Management on a full time and part time basis.

The M Phil and PhD are offered on a part-time basis.

The full-time instructional programmes are offered to students between 08:00 and 16:50 daily. The programme content, final examinations and diploma issued are the same for both groups. The full-time students, being generally younger, lacking extended practical experience, and having more time available, are given a more detailed lecture programme and more personal attention. The more mature students who attend the evening school frequently have the advantage of practical experience in the areas in which they are studying. This partly overcomes the pressure of work and the limited lecture and study times available to them. These part-time students must perform much of the work themselves, and as a result are encouraged to acquire their diploma over a longer time-period than the full time students.

The Diploma in Management Sciences (Human Resources Management) has been developed to produce competent graduates who are grounded in the

fundamental theory and principles that underlie the practice and growth in this field. This 360 credit diploma is at a NQF level 6 and is aligned with the qualification description as per the HEQF. In keeping with the institution's aims of creating, maintaining and developing its relationships with commerce, government and industry, this diploma seeks to further strengthen the link between the institution and the world of work. The learning environment is flexible in both its mode of delivery and its methodologies, with a combination of formal face-to-face classes, technology based and independent learning contributing to the learners' experience.

#### 4.1 DIPLOMA: MANAGEMENT SCIENCES (HUMAN RESOURCES MANAGEMENT)

See General Rules G21B

See General Rules G7

#### 4.1.1 ENTRANCE REQUIREMENTS FOR THE NEW QUALIFICATIONS ARE AS FOLLOWS:

Applicants wishing to enrol for the Diploma in Management Science (Human Resource Management) at the Durban University of Technology is required to have current matric National Senior Certificate (NSC)/NQF4 equivalent qualification, with a minimum of 25 points excluding Life Orientation.

#### Explanation of Points scale:

Symbol	Senior Certificate	
	Higher Grade(HG)	Standard Grade (SG)
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

	NSC	
	Level	Points
90-100%	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
0-29%	1	1

The following admission rating system will be used in selecting students:

NSC Requirements	NSC	Senior	Certificate
------------------	-----	--------	-------------

	Rating Code	requirements
<b>Compulsory Subjects</b>		Applicants with 20 points or more holding a senior certificate or equivalent qualification will be considered.
English (home) OR English (1 <sup>st</sup> additional)	3 4	
Mathematics OR Mathematics Literacy	3 4	
And two (2) 20 credit subjects (not more than one language)	3	

**Or**

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and b) at least 60% in three compulsory vocational subjects

**Or**

An access pathway for mature students (older than 23 years with a minimum of 3 years work experience in a related field) will be provided. Learners may also be granted access to the qualification through DUT's Recognition of Prior Learning (RPL) process.

#### **4.1.2 SELECTION CRITERIA FOR THIS PROGRAMME**

Applicants must meet the minimum requirements mentioned in 4.1 above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place. The learners who have applied with their grade 11 and / or Midyear Grade 12 results may be offered a conditional place subject to them meeting the requirements in 4.1 above. Preference will be given to learners from designated groups.

#### **4.1.3 REGISTRATION**

4.1.3.1 Subjects offered in the Diploma in Management Sciences (Human Resources Management) is semesterised. Registration for the Diploma in Management Sciences (Human Resources Management) takes place during January. Admission to the first year of study is in January. See General Rules G3, G4, G5, G6 and G7.

4.1.3.2 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

4.1.3.3 Applications by students wishing to transfer from other institutions/courses will be considered on an individual basis and may be accepted into the first year of the Diploma in Management

Sciences (Human Resources Management).

#### **4.1.4 CHANGING FROM OLD PROGRAMME TO NEW PROGRAMME**

The ND: Human Resources Management will be phased out and students who have not completed the outstanding subjects in terms of the phase out plan, will be required to either transfer to the new qualification, or must complete the outstanding subjects at another institution and may apply for exemption, subject to the provision of the general rules. Students transferring from the incomplete ND: Human Resources Management to the Diploma in Management Sciences (Human Resources Management) may, on application, be granted credit for subjects passed towards the new qualification.

#### **4.1.5 EXEMPTIONS AND TRANSFERS**

Students will be able to carry credits from the ND: Human Resources Management to the new qualification within a four-year period. See General Rules G8 and G9.

#### **4.1.6 WORK DONE DURING THE YEAR**

4.1.6.1 Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet these requirements will disqualify a student from writing the final examination in the subject concerned.

4.1.6.2 Notwithstanding Rule G12 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G13.

4.1.6.3 Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

#### **4.1.7 STUDENT CONDUCT**

See General Handbook Rules SR1 to SR12

#### **4.1.8 EXPERIENTIAL LEARNING**

Refer to Rule G28.

In order to qualify for the diploma, all full-time students who are bona fide final year students (i.e. students who will complete their diploma programme at the end of the third year) will be required to undertake a period of 6 months experiential learning in an approved industrial/commercial organisation.

Details are available in the Departmental Experiential Learning Policy document.

The student is required to complete an official logbook detailing duties performed and be subject to an end-of-training evaluation by the immediate supervisor.

Although the Institution undertakes to assist the student/candidate in obtaining suitable experiential learning placement, the onus is on the student/candidate to find an” employer”.

The employer must be accredited by the Durban University of Technology for the purposes of experiential learning. An experiential learning agreement creates a separate contract between the” employer” and the student/candidate.

#### 4.1.9 PROGRAMME STRUCTURE

Subjects	Assessment method	Semester	NQF level	Pre-Req	Major Subject
<b>Year I</b>					
DUT Cornerstone 101	C	1	5		
Environmental Sustainability	C	1	5		
Introduction to Business Law	C	1	5		
Introduction to Business	C	1	5		
Quantitative Approaches to Management Sciences	C	1	5		
Time & Stress Management	C	2	5		
Law for Life	C	2	5		
Academic Literacy	C	2	5		
Business Communication & Information Literacy	C	2	5		
Financial Literacy	C	2	5		

C = Continuous Assessment

E = Final Examination

Subjects	Assessment method	Semester	NQF level	Pre-Req	Major Subject
<b>Year 2</b>					
Introduction to Technology	C	3	6		
Personnel Management I	E	3	6		✓
Business Management I	E	3	6		✓
Management of Training I	E	3	6		
Labour Relations I	E	3	6		
Personnel Management 2	E	4	6	Personnel Management I	✓
Business Management 2	E	4	6	Business Management I	✓
Project Management		4	6		
Work Preparedness	C	4	6		
<b>Year 3</b>					
Personnel Management 3	E	5	6	Personnel Management 3	✓
Business management 3	E	5	6	Business Management 2	✓
Management of Training 2	E	5	6	Management of Training I	
Industrial Relations 2	E	5	6	Industrial Relations I	
Workplace Practice	C	6	6		
Human Resource management Presentation	C	6	6	Workplace Practice	
Talent Portfolio Management	C	6	6	Workplace Practice	
Applied Project Management	C	6	6	Workplace Practice	

#### 4.1.10. PROGRESSION RULES INCLUDING PASS REQUIREMENTS

See General Rule G14, G15, G16 and G21B.

- 4.1.10.1 The final pass mark for all subjects is 50%.
- 4.1.10.2 Barring timetable and credit constraints, students who have failed any modules in a previous semester are required to register for the failed modules first before any new modules are added.
- 4.1.10.3 Students may not register for more than 0,5 HEMIS credits in a semester – the HEMIS credits to be determined by the online and/or manual registration process. Information on HEMIS credits is also available from the academic department.
- 4.1.10.4 Where a module has a pre-requisite module, students are required

to pass the pre-requisite module first.

#### **4.1.11 EXCLUSION RULES**

- 4.1.11.1 Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22 and G23), any student who does not pass a minimum of 40% of the modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion.
- 4.1.11.2 Students who have been excluded from any other programme and who are wanting to register for programmes offered in this department will be considered on an individual basis.

#### **4.1.12 SUBJECT CONTENT / SYLLABI**

The syllabus for each subject indicated in the instructional programme above is published at the end of the handbook in alphabetical order.

#### **4.2 NATIONAL DIPLOMA: HUMAN RESOURCES MANAGEMENT (NMHRMI)**

This qualification is phasing out with effect from 01 January 2016.

This diploma will be useful to people who operationalise some aspects of the core processes and practices at a basic level across the four role clusters in human resources management and practices:

Strategic planning for human resources management and practices.

Acquisition, development and utilisation of people.

Establishment and improvement of labour and employee relations.

Compensation and administration related to human resources management and practices.

Holders of the qualification will be able to operationalise some aspects of the core human resources management processes at a basic level and integrate them into an organisation's business processes.

#### **4.2.1 REGISTRATION**

1. All courses offered are annual and registration takes place during January. See General Rules G3, G4, G5 and G6.
2. The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

#### **4.2.2 EXEMPTIONS**

See General Rules G8.

#### **4.2.3 WORK DONE DURING THE YEAR**

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet

these requirements will disqualify a student from writing the final examination in the subject concerned.

2. Notwithstanding Rule G15 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G16.
3. Learners will be required to arrive timeously at lectures. Learners who arrive late will only be admitted at the lecturer's discretion on presentation of a valid reason.
4. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
5. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated.
6. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

#### **4.2.4 STUDENT CODE OF CONDUCT**

See General Handbook Rules SR1 to SR12

#### **4.2.5 AWARDING OF DIPLOMAS**

Students must apply for diplomas on the prescribed form, obtainable from Student Administration.

#### **4.2.6 EXPERIENTIAL LEARNING**

Refer to Rule G28.

In order to qualify for the diploma, all full-time students who are bona fide final year students (i.e. students who will complete their diploma programme at the end of the third year) will be required to undertake a period of experiential learning in an approved industrial/commercial organisation.

Details are available in the Departmental Experiential Learning Policy document. The student is required to complete an official logbook detailing duties performed and be subject to an end-of-training evaluation by the immediate supervisor. Although the Institution undertakes to assist the student/candidate in obtaining suitable experiential learning placement, the onus is on the student/candidate to find an "employer". The employer must be accredited by the Durban University of Technology for the purposes of experiential learning. An experiential learning agreement creates a separate contract between the "employer" and the student/candidate.

#### 4.2.7 PROGRAMME STRUCTURE

1. The instructional programme shall consist of five (5) Level One, five (5) Level Two, and four (4) Level Three subjects.
2. All lectures for this diploma will be conducted on a full-time (3 years) & part-time (4 years) basis.
3. Full time lectures will comprise of three periods per week.
4. Part time lectures will comprise of two periods per week.

#### NATIONAL DIPLOMA: HUMAN RESOURCES MANAGEMENT

Code	Subjects	*C/O	Semester/ Year	Assessment Method	NQF Level	Pre- Req.	Co- Req.
PMGT101	Personnel Management 1	C	Year	Exam	5	None	None
BMGT101	Business Management 1	C	Year	Exam	5	None	None
ACPP101	Accounting for Personnel Practitioners	C	Year	Exam	5	None	None
ENGL101	English	C	Year	Continuous Assessment	5	None	None
EUCM101	End-User Computing	C	Semester	Continuous Assessment	5	None	None
PMGT201	Personnel Management 2	C	Year	Exam	6	Personnel Management 1	None
BMGT201	Business Management 2	C	Year	Exam	6	Business Management 1	None
IREL101	Industrial Relations 1	C	Year	Exam	6	Personnel Management 1 and Business Management 1	None
LLAW101	Labour Law	C	Year	Exam	6	None	None
MTRG101	Management of Training 1	C	Year	Exam	6	None	None
PSMN301	Personnel Management 3	C	Year	Exam	6	Personnel Management 2	None
BMGT301	Business Management 3	C	Year	Exam	6	Business Management 2	None
MTRG201	Management of Training 2	C	Year	Exam	6	Management of Training 1	None
IREL201	Industrial Relations 2	C	Year	Exam	6	Industrial Relations 1	None

#### 4.2.8 ASSESSMENT PLAN

As contained in the General Rules.

#### 4.2.9 RE-REGISTRATION RULES

##### 1. PASS REQUIREMENTS

See General Rule G14/G16/G17.

## 2. **PROMOTION TO A HIGHER LEVEL**

### 1. **First year of study**

Full-time students who are enrolled for the first year of study for a National Diploma or Certificate must pass a minimum of THREE subjects (of which at least ONE must be a major subject) in order to be re-admitted for further studies.

### 2. **Re-admission for other years of study**

All students must pass a minimum of TWO subjects per annum in order to be re-admitted but must still meet the maximum time allowed rule.

### 3. **Appeals**

Students may apply with motivation to the Head of Department in writing, to be re-considered for re-admission. The Head of Department will make a recommendation to the Faculty Board for a decision.

### 4. **Maximum number of subjects allowed per year**

A student shall be admitted to no more than five subjects in each of his first and second years.

### 5. **Prerequisites**

Personnel Management I and Business Management I are prerequisites for Industrial Relations I.

### 6. **Continuous evaluation subjects**

For 100%-year mark subjects/continuous evaluation subjects: The final mark for the subject comprises a 100%-year mark, obtained from work completed during the year/semester. There is no examination for the subject. This work is retained by the department for a period of three (3) years as proof of performance. Details are in each subject learner guide. If the final mark is a fail (less than 50%) the learner will be required to re-register for that subject.

## 4.3 **BTECH: HUMAN RESOURCES MANAGEMENT (BTHRM1)**

This qualification is phasing out with effect from 2019.

The B.Tech: HRM will be useful to people who seek advanced knowledge, skills and aptitudes in the core processes and practices across the four role clusters in human resources management and practices:

Strategic planning for human resources management and practices.

Acquisition, development and utilisation of people.

Establishment and improvement of labour and employee relations.

Compensation and administration related to human resources management and practices.

#### **4.3.1 ADMISSION REQUIREMENTS**

See Rules G7 and G25.

Either a National Diploma (Human Resources Management) or an appropriate equivalent M+3 qualification is required. All applications for entry must be approved by the Faculty of Management of Sciences, which reserves the right to approve or reject applications.

#### **4.3.2 REGISTRATION**

1. All courses offered are annual and registration takes place during January. See General Rules G3, G4, G5 and G6.
2. The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

#### **4.3.3 EXEMPTIONS**

See General Rules G8.

#### **4.3.4 WORK DONE DURING THE YEAR**

1. Year marks/course marks shall be determined in accordance with the requirements as indicated in the learner guides. For details of assessment refer to the learner guide pertaining to each subject. Failure to meet these requirements will disqualify a student from writing the final examination in the subject concerned.
2. Notwithstanding Rule G15 a year/semester mark obtained for any subject is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that subject if granted to the student in terms of Rule G16.
3. Learners will be required to arrive timeously at lectures. Learners who arrive late will only be admitted at the lecturer's discretion on presentation of a valid reason.
4. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
5. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated.
6. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam.

#### **4.3.5 STUDENT CODE OF CONDUCT**

See General Handbook Rules SR1 to SR12

#### 4.3.6 AWARDING OF DEGREES

Students must apply for diplomas on the prescribed form, obtainable from Student Administration.

#### 4.3.7 PROGRAMME STRUCTURE

1. The instructional programme shall consist of six subjects.
2. All lectures for this B.Tech will be conducted on Part-time (2 years) basis.
3. Full time lectures will comprise of three periods per week.
4. Part time lectures will comprise of two periods per week.

### B TECH: HUMAN RESOURCES MANAGEMENT

Code	Subjects	*C/O	Semester/ Year	Assessment Method	NQF Level	Pre- Req.	Co- Req.
OBEH402	Organisational Behaviour 4	C	Year	Exam	7	None	None
AMTR401	Advanced Management of Training 4	C	Year	Exam	7	Management of Training 2	None
AINR 401	Advanced Industrial Relations 4	C	Year	Exam	7	Industrial Relations 2	None
APMT 401	Advanced Personnel Management 4	C	Year	Exam	7	Personnel Management 3	None
ASMG 401	Advanced Strategic Management 4	C	Year	Exam	7	None	None
RMTG101	Research Methodology	C	Year	Continuous Assessment	6	None	None

#### 4.3.8 ASSESSMENT PLAN

As contained in the General Rules.

#### 4.3.9 RE-REGISTRATION RULES

1. See General Rule GI4/GI6/GI7.
2. **Continuous evaluation subjects**

For 100% year mark subjects/continuous evaluation subjects: The final mark for the subject comprises a 100% year mark, obtained from work completed during the year/semester. There is no examination for the subject. This work is retained by the department for a period of three (3) years as proof of performance. Details are in each subject learner guide. If the final mark is a fail (less than 50%) the learner will be required to re-register for that subject.

### 4.4 MPhil: Management Sciences (HUMAN RESOURCES MANAGEMENT)

The MPhil provides the student to explore research opportunities in a

specialised area of human resources management.

#### **4.4.1 ADMISSION REQUIREMENTS**

In addition to General Rules G32 through G35, the following rules also apply to the MPhil: Management Sciences (Human Resources Management)

Either a four-year Bachelor's Degree in Technology: Human Resources Management or an approved Honours degree or equivalent, for which conferment of status has been granted. All students will be subject to a selection interview prior to being accepted for the Master's Degree.

#### **4.4.2 INSTRUCTIONAL PROGRAMME**

The instructional programme will be a comprehensive research project culminating in a dissertation.

#### **4.5 DPHIL: Management Sciences (HUMAN RESOURCES MANAGEMENT)**

For further information, please contact the Head of Department. Students must have completed with their degree in Masters in Human Resources Management to do the Doctorate Degree in Human Resources Management.

### **8. SUBJECT CONTENT**

NB: Students to read this section in conjunction with the relevant learner guides.

#### **SYLLABI**

**Note 1** Unless otherwise indicated all Year/Course marks will comprise 40% of the final examination mark. The examination shall comprise 60% of the final mark.

**Note 2** Unless otherwise indicated all courses are of one semester duration.

### **Diploma in Management Sciences (Operations Management – Module Content)**

#### ***DUT Cornerstone 101***

The module will start with the analysis of a current issue (one critical event or development will be analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

Our journeys: moving into higher education

Journeys from self to community (including forms of community engagement and service)

Journeys of migration, discovery and coercion (including movement of labour)

## ***Environmental Sustainability***

1. Ecological studies
  - Ecosystems
  - Biodiversity
  - Conservation
  - Hydrological cycle
2. Climatology
  - Global warming and climate change
  - Effects on biodiversity
  - Strategies to curb facilitated climate change
3. Environmental health
  - What is environmental health?
  - Pollution
  - Environmental risk and society
  - Sustainable development
4. Environmental sociology
  - Traditional environmental knowledge
  - Poverty, abuse and crime
  - Resource management
  - Poverty, abuse and crime

## ***Law for Life***

4. Life scenario: Motor vehicle accident:
  - Criminal law- purpose, procedure, parties, bail, sentences
  - Civil law-purpose, procedure, parties, outcomes
  - Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation
  - Road Accident Fund- effect on the common law, purpose of the fund, application, forms
5. Life scenario: A man wishes to get married, he already has one wife.
  - Different types of marital regime in South Africa
    - civil unions
    - customary unions
    - same sex life partnerships
6. Life scenario: A man dies leaving three wives and eight children.
  - The law of testate and intestate succession.
  - The requirements for a valid will.
  - Drafting a valid will

## **Introduction to Business**

### Business Environment

- The nature of the business environment?
- External, market and internal environments and their inter-relationship.
- Environmental analysis

### Business Management

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

### Marketing Management

- What is Marketing Management?
- The 4P's (Product, Price, Promotion and Place)
- Careers in Marketing Management

### Retail Management

- What is Retail Management?
- Functions of Retailing
- Retail mix
- Role of retail in the supply chain
- Careers in Retail Management

### Human Resources Management

- What is Human Resources Management & Personnel Management?
- Careers in Human Resources Management

### Public Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

### Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality.
- Careers in Operations Management

## **Quantitative Approaches to Management Sciences**

- Basic Number Calculations
- Working with Fractions
- Working with Decimals
- Decimal Fractions

- Working with percentages
- Using a calculator
- Ratios
- Powers and Roots
- Algebra
- Graphical representations – straight line graph
- Tables and Charts
- Statistics

### ***Time and Stress Management***

- Introduction to Stress and Stress Management
- Building Stress Management Skills
- Understanding Time Management
- Overcoming Barriers to Effective Time Management
- Purpose of Planning
- Personal Goal Setting

### ***Introduction to Business law***

- Basic framework of the South African legal system.
- General principles of the law of contract.
- The principles of consumer law in South Africa.
- Brief overview of the Basic Conditions of Employment Act 75 OF 1977.
- Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66of 1995.
- Censorship
- Freedom of expression

### ***Business Communication and Information Literacy***

Group roles, functions and behaviour, and reflection on own and others' performance. Format and conventions for: various types of business letters; emails; reports; meetings documentation. Exercises for practice of the aforementioned. Functions and patterns of meetings and roles and functions of office bearers.

Accessing and searching electronic catalogues and databases for specific items; evaluating items so found. Use of at least one referencing system.

## **Financial Literacy**

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

## **Academic Literacy**

Students will be introduced to the concept of academic literacies and the link between reading literature and literacy. Also academic research and the writing of assignments will be discussed. The problems associated with referencing and plagiarism will be addressed. Distribution of novel and learner guides will take place. Text reading targets for the structured completion of students' own reading of the novel will be set.

Students will discuss in groups selected passages from novel with respect to register, culture and purpose. Oral feedback session.

Students will identify parts of sentence construction and compare direct and indirect speech.

Students will complete a short written quiz to assess their progress in the reading of the novel. (online exercises)

Analysis of paragraphs. Students will identify topic sentences and other functionalities. Group work discussions and critical thinking on themes related to gender relations and language.

Students will write a short (15 lines) paragraph each related to group discussions on gender. Formative assessment and feedback to be given.

Students to read aloud in class from the novel!

Research Report Writing Workshop. Developing the basics of the academic research writing process.

Further developed by online exercises.

Proof-reading and correction exercises. Focus on punctuation and accuracy.

Writing and re-writing exercises. Focus on expression and clarity.

Group discussions and worksheet on multilingualism and translation in texts. Focus on glossary and dictionary use.

On-line self-assessments of students' progress with the prescribed novel.

Students will complete a short written quiz to assess their progress in the reading of the novel.

Textual analysis: Students will analyse selected passages from the novel and in groups complete worksheet on transculturation/intercultural communication.

Summary writing: purposes and strategies.

Summary writing exercises.

Summary writing: selecting relevant information.

Summary writing exercises.

Self-reflection:

How has reading the novel helped develop my academic literacy/literacies?

What role does culture play in the modern lifestyle of both work and leisure?

Submission of short written piece based on this reflection.

### **Introduction to Technology**

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of Ms Word
- Overview of a presentation package such as PowerPoint

### **Work Preparedness**

- Techniques for identifying personal strengths and weaknesses
- Career planning and goal setting
- Employment barriers and overcoming them
- Sources of career and job opportunity information
- Job search techniques
- Styles, types and applications of the CV (resume)
- The written CV
- Researching prospective employers
- Preparation for interviews
- Interviewing techniques
- Dress and hygiene practices
- Ethical behaviour and punctuality

## **ACCOUNTING FOR PERSONNEL PRACTITIONERS**

1. The **examination** shall consist of one 3-hour paper.
2. Theory as laid down by the Department of Education:
  1. Introduction to Accounting
  2. Processing of Accounting Data
  3. Control and recording of cash
  4. Completion of the accounting cycle
  5. Cost determination of certain assets
  6. Generally accepted accounting practice
  7. Control Accounts
  8. Correction of errors (elementary)
  9. Departmental Accounts
  10. Manufacturing Concerns (elementary)
  11. Account systems and internal control
  12. Elementary statement of source and application of funds
  13. Clubs and non-profit organisations (elementary)
  14. Analysis and interpretation of financial statements (elementary)
  15. Partnerships

**Practical** work shall consist of tutorial and self-study assignments of all sections of the syllabus.

## **ADVANCED INDUSTRIAL RELATIONS IV**

1. The **examination** shall consist of one-3 hour paper.
2. **Theory**
  1. General introduction
  2. Remuneration plans
  3. Collective bargaining
  4. Conflict resolution
  5. Advanced labour law
  6. Labour documentation
  7. Recent developments in labour relations

## **ADVANCED MANAGEMENT OF TRAINING IV**

1. The **examination** shall consist of one-4 hour open book paper.  
The course mark for this subject shall be 60% of total marks and the final examination shall comprise 40% of the final Examination mark.
2. **Theory**
  1. Training and development legislation in South Africa.
  2. Strategic Human Resources Development
  3. Conducting a Management Development Needs analysis
  4. Organisation development & training
  5. Develop a Workplace Skills Plan
  6. Management Development Strategies
  7. Quality Assurance Systems for Management Development
  8. Report writing on Management Development
  9. Managing the Training and Development function.
  10. Marketing the Training and Development Function.

## **ADVANCED PERSONNEL MANAGEMENT IV**

1. The **examination** shall consist of two-3 hour papers.
2. **Theory**
  1. Selection
  2. Compensation
  3. Human resource information systems
  4. Personnel Management in special sectors
  5. Ergonomics
  6. Evaluation of the personnel function
  7. Performance management

## **ADVANCED STRATEGIC MANAGEMENT IV**

- 1 The **examination** shall consist of two 3-hour papers of which paper 1 is open-book

## 2. **Theory**

1. Introduction to strategic management
2. The strategic planning process
3. Strategy implementation
4. Human resource management strategies
5. Business ethics corporate social responsibility

## **BUSINESS MANAGEMENT I**

1. The **examination** shall consist of one 3-hour theory paper.

### 2. **Theory**

1. Introduction to the scope and function of Business Economics
2. Introduction and survey of the economics structure, with special reference to the role of the entrepreneur and of marketing structures
3. Functions and forms of enterprise
4. Office administration, clerical etc. services and procedures
5. The function of and types of insurance
6. The major functions of management with additional reference to, inter alia, management styles formal and informal organisation, internal organisation
7. Introduction to the role of money and banking.

## **BUSINESS MANAGEMENT II**

1. The **examination** shall consist of one 3-hour theory paper.

### 2. **Theory**

1. Review of aspects of work performed in the first year
2. In-depth review of the factors influencing the economic development of RSA, including state and growth points, etc.
3. Factors influencing optimal organisation size; the economics and diseconomies of scale.
4. Factory location structure, organisation and layout. The different production systems. Production planning and control. Quality control, stock purchasing and inventory control systems; work study.
5. The financial function of management including, inter alia, capital requirements, forms of long and short term financing. The capital and money markets, and the stock exchange. Budgets, budgeting control, liquidity, solvability and profitability.
6. External relations of the firm with, inter alia, clients, public authorities, wholesalers.

## **BUSINESS MANAGEMENT III**

1. The **examination** shall consist of two 3-hour theory papers.

### 2. **Theory**

1. Review of the functions of the enterprise.
2. The management function: the task and functions of management, planning, organising, leading, co-ordination and control.

3. The personnel function including, inter alia, recruitment, training, transfer, promotion and remuneration systems. Motivation and morale.
4. Procurement: purchasing aims and policy.
5. Marketing the task and problems of marketing, development of market strategies, decisions concerning product, price and distribution; advertising and sales promotion. Review of the marketing structures of RSA, e.g., marketing of minerals, agricultural products, their respective, Price fixing, distribution channels etc.
6. Money and banking: central and commercial banking and other financial institutions. Money and changes in its value through inflation, deflation; the equation of exchange.
7. Public finance: the sources, principles and purposes of taxation.
8. International trade: its advantages and disadvantages. Theories of absolute and comparative advantage, balance of payments, balance of trade.

## END USER COMPUTING

1. This subject consists of two (2) modules and students are evaluated by continuous assessment  
The course mark for this subject shall be 100% of total marks.
2. **Theory** as laid down by the Department of Education
  1. Introduction of computers
  2. Hardware
  3. Software concepts
  4. Operating systems
  5. Information systems concepts
  6. Social impact of computers on society
  7. Future developments
3. **Practical**  
Practical work shall consist of tutorial and self-study assignments in all sections of the work.  
" Hands-on" experience will constitute 20% of the work.

## ENGLISH

1. Students are evaluated by continuous assessment.  
The course mark for this subject shall be 100% of total marks.
2. **Theory**
  1. Systems of communication in organisations: models, processes and networks.
  2. Internal and external communication in business.
  3. Barriers to communication and case studies.
  4. Advertising: objectives, promotion factors and media selection.
  5. Emphasis is placed on the acquisition of practical skills relevant to administration and on a critical approach to communication, with special reference to the correct use of language, tone, style and register.

### 3. **Practical**

Tutorials and self-study assignments are set on all aspects of the syllabus. This includes:

- The drafting of routine and special reports;
- The interpretation of statistical information;
- Business letters, memoranda and other written forms;
- Documentation and procedure at meetings;
- Comprehension and summarising;
- Oral use of language.

### **INDUSTRIAL RELATIONS I**

1. The **examination** shall comprise one 3-hour paper.

#### 2. **Theory**

1. Introduction including the industrial perspective and development of unions. Contemporary trends in trade unions; the role of the State the development of employer organisations.
2. Relationship between management and unions. The role of Personnel Management in industrial relations; industrial relations in a social perspective.
3. Introduction to the principles of labour economics. Historical overview, introduction to economic theory. Functions of, and problems related to, the labour market, labour policy, etc.

### **INDUSTRIAL RELATIONS II**

1. The **examination** shall comprise one 3-hour paper.

#### 2. **Theory**

1. Aspects of worker representation, at various levels.
2. Aspects of collective bargaining, including nature, scope and procedural agreements.
3. Negotiation: principles, approaches, agreements etc.
4. Settlement of disputes
5. Future industrial relations trends.

### **LABOUR LAW**

1. The **examination** shall comprise one 3-hour paper.

#### 2. **Theory**

1. The Common Law Contract of Service
2. The Manpower Training Act
3. The Labour Relations Act
4. The Wage Act
5. The Basic Conditions of Employment Act
6. Machinery and Occupational Safety Act
7. The Workmen's Compensation Act
8. The Unemployment Insurance Act
9. The Black Transport Services Act
10. The Guidance and Placement Act

## **MANAGEMENT OF TRAINING I**

1. The **examination** shall comprise one 3-hour paper.
2. **Theory**
  1. Historical development of training and underlying philosophy
  2. Education system in South Africa
  3. Importance of industrial training
  4. The learning process
  5. The task of the training manager
  6. Training systems and instruction techniques
  7. Steps during the training process
  8. The organisation and control of training
  9. Selection of training personnel
  10. Training and development legislation in South Africa
  11. Presentation Skills
  12. Outcome-based education and training.

## **MANAGEMENT OF TRAINING II**

1. The **examination** shall comprise one 3-hour paper.  
The course mark for this subject shall be 60% of total marks and the final examination shall comprise 40% of the final Examination mark
2. **Theory**
  1. Train the Trainer
  2. Programme Development
  3. Implementation of training programmes
  4. Evaluation of training programmes
  5. Marketing of Training Services
  6. Training application.

## **ORGANISATIONAL BEHAVIOUR IV**

1. **The examination shall consist of one 3-hour paper.**
2. **Theory**
  1. Introduction to organisational behaviour.
  2. Application of research methods in organisational behaviour.
  3. The managing of individual, group and organisational effectiveness and co-operation.
  4. The diagnostic approach to organisational behaviour.
  5. Organisational design.
  6. The organisation as a social system.
  7. Work life.
  8. Human relations in the workplace.
  9. Practical application of leadership behaviour and motivational behaviour for effectiveness and organisational development.
  10. Skills training.

## **PERSONNEL MANAGEMENT I**

1. The **examination** shall comprise one 3-hour paper.
2. **Theory**
  1. Introduction to human resources management:  
Individual behaviour, including individual differences, human abilities, perception, learning, memory, personality, frustration, conflict, stress, alcoholism, drug dependency.
  2. Social processes, including attitudes, role theory conformity groups, social perceptions.

## **PERSONNEL MANAGEMENT II**

1. The **examination** shall comprise one 3-hour paper.
2. **Theory**

Introduction to organisation theory, manpower planning, job analysis, etc., recruitment, selection and induction. Performance appraisal, compensation, maintenance and safety management.

## **PERSONNEL MANAGEMENT III**

1. The **examination** shall comprise two 3-hour papers.
2. **Theory**
  1. Labour turnover and absenteeism, and personnel movements.
  2. Introduction to organisation behaviour, including job satisfaction, motivation, organisation behaviour modification, leadership, and communication.
  3. Decision making, the informal organisation, conflict organisation change and development.

## **RESEARCH METHODOLOGY**

1. Students are evaluated by continuous assessment.  
The course mark for this subject shall be 100% of total marks.
2. **Theory**
  1. Tools of research
  2. Problem development
  3. Review of related literature
  4. Research design
  5. Reporting of results
  6. Working with a Supervisor