

ENTREPRENEURIAL STUDIES & MANAGEMENT



2022
HANDBOOK



DURBAN UNIVERSITY OF TECHNOLOGY
INYUVESI YASETHEKWINI YEZOBUCHWEPHESHE



FACULTY OF
MANAGEMENT
SCIENCES

2022

**DEPARTMENT OF
ENTREPRENEURIAL
STUDIES &
MANAGEMENT
HANDBOOK**

Faculty of Management Sciences

VISION OF THE DEPARTMENT OF ENTREPRENEURIAL STUDIES & MANAGEMENT

To be the department of choice in KwaZulu-Natal for both undergraduate and post-graduate studies in entrepreneurship and business administration/management.

DEPARTMENTAL MISSION STATEMENT

To develop the knowledge, skills and attributes of students in the areas of entrepreneurship and business administration/management, with a view to promoting entrepreneurship and effectiveness and efficiency in organisations.

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 Durban University of Technology's General Rules contained in the current General Handbook for Students.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year 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:

E-mail:

Location of Department:

Ms Nonhlanhla Mdakane

031- 373 5147

mdakanena@dut.ac.za

6th floor, B Block,

ML Sultan Campus, ML Sultan Road
Durban

All Faculty queries to:

Faculty officer:

Tel No:

E-mail:

Location of Faculty office:

Mrs Lindiwe N. Zwane

031- 373 5156

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1st floor, ABlock

ML Sultan Campus, ML Sultan Road
Durban

Executive Dean:

Tel No:

Location of Executive Dean's office:

Prof. F.G. Netswera

031- 373 5130

1st floor, ABlock,

ML Sultan Campus, ML Sultan Road
Durban

2. STAFFING (Name and Qualifications)

Head of Department	Prof. R.W.D. Zondo [D. Com (UNIZUL); MBA (DUT); B Tech: Management (DUT); ABP (BSU); ND: Org. & Work Study (UNISA); ND: Forestry (Fort Cox College)]
Associate Director	Mr L. Kaplan [M. Phil. (Stellenbosch); B.Com. Hons. (UNISA); ND: Clothing Production Management (TN)]
Senior Lecturers	<p>Dr S. Chetty [D.Com (UKZN); MBL (UNISA); B. Com (Hons); B. Paed. (Commerce) (UDW)]</p> <p>Prof. I.G. Govender [DPA (UKZN); MBA (UDW); B.Sc. (UDW); B. Com. (UNISA); BA: Law (UNISA); PG Diploma: Personal Financial Planning (UOFS)]</p>
Lecturers	<p>Ms L. Brady [MMSc. (Business Administration) (DUT); BBA / B.Com (Hons) (Andrews University)]</p> <p>Mrs J. Maome [M Tech: Business Admin. (DUT); B Tech: Management (DIT); ND: Mngt. (TN)]</p> <p>Ms B.B. Mbinda [MBA (CPUT); B Tech: Business Administration (CPUT); B Tech: Public Management (PENTECH); ND: Public Management (PENTECH)]</p> <p>Ms T.P Ndlovu [MMSc. (Hosp. & Tourism) (DUT); B Tech: Tourism Mngt. (DUT); ND: Ecotourism Mngt. (DUT)]</p> <p>Mr B.M. Msengi [MBL (UNISA); PGD in HIV Mngt. (US); B Tech (Tourism Mngt.); Diploma in Marketing & Communication (AAA School of Advertising)]</p> <p>Mr S.S. Mtshali [M. Tech (Business Administration); B Tech (Management); ND: Management (DUT)]</p> <p>Mr P.S. O' Jageer [MBA (MANCOSA); B Com (Hons); UHDE; B. Com (UDW); ND: Credit Management ICM)]</p> <p>Ms S. Pillay [MBA (MANCOSA); BA Soc. Sc.; B. Admin (Hons) (UDW); PGD: Ed. Man. (UNISA)]</p> <p>Mrs I. Schofield [M. Ed. (UKZN); B. Tech.: HRM (TN); N.D.: Personnel Management (TN)]</p>

3. PROGRAMMES OFFERED BY THE DEPARTMENT

The Department offers the following programmes that are registered with the Department of Higher Education and approved by the Council on Higher Education:

Qualifications	SAQA Registration Number
Higher Certificate in Business Administration	111416
Diploma in Management Sciences (Business Administration)	94830
Advanced Diploma in Management Sciences (Business Administration)	111427
Postgraduate Diploma in Management Sciences (Business Administration)	111313
Master of Management Sciences (Business Administration)	96838
D Phil. in Management Sciences (Business Administration)	96817

4. MINIMUM ADMISSION REQUIREMENTS AND PROGRAMME STRUCTURE

4.1 HIGHER CERTIFICATE IN BUSINESS ADMINISTRATION

Minimum Admission requirements

In addition to Rule G7, applicants with a **National Senior Certificate (NSC)** or a **Senior Certificate (SC)** qualification must score a minimum of 20 points, and achieve a minimum rating/symbol for English as reflected in the Table below. Applicants with a **National Certificate (Vocational) level 4** qualification must score a minimum of 50% for English or Communication.

Compulsory Subjects	NSC	SC		NCV
	Rating	HG	SG	
English home language/English first additional language/Communication	3	E	D	50%

The total points scored by an applicant with a **National Senior Certificate (NSC)** will be calculated as follows:

Percentage	Rating	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 total points scored by an applicant with a **Senior Certificate (SC)** will be calculated as follows:

Symbol	Points: Higher Grade	Points: Standard Grade
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

- In calculating the total points scored by an applicant, the ratings/symbols achieved for Life Orientation and more than one additional language will be excluded.

Programme Structure

HIGHER CERTIFICATE IN BUSINESS ADMINISTRATION

Modules	Semester	Assessment	NQF Level	SAQA Credits
Introduction to Business	1	Continuous Assessment	5	20
Financial Literacy	1	Continuous Assessment	5	12
Introduction to Technology	1	Continuous Assessment	5	12
Cornerstone 101	1	Continuous Assessment	5	12
Fundamentals of Business Administration	2	Continuous	5	16

		Assessment		
Business Comm. and Information Literacy	2	Continuous Assessment	5	16
Introduction to Entrepreneurship	2	Continuous Assessment	5	16
Introduction to Business Law	2	Continuous Assessment	5	16

4.2 DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

Minimum Admission requirements

Applicants with a **National Senior Certificate (NSC)** qualification must score a minimum of 25 points, excluding Life Orientation, and must achieve the minimum ratings reflected below for the following subjects:

Subjects	Minimum Rating
English (Home)	3
OR English First Additional Language	4
Mathematics	3
OR Mathematics Literacy	4
And two (2) 20 credit subjects (not more than one language)	3

If an applicant wrote seven subjects, then the best six marks attained, which must include English and Maths/Maths Literacy, but exclude Life Orientation, will be used to calculate the points. The points will be allocated as follows:

Percentage	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

Applicants with a **Senior Certificate (SC)** qualification must score a minimum of 25 points, and must obtain a minimum symbol of E on the Higher Grade or D on the

Standard Grade for both English and Accounting. If an applicant wrote seven subjects, then the best six marks attained, which must include English and Accounting, and only one other language, will be used to calculate the points. The points will be allocated as follows:

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

OR

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with:

- at least 50% in three fundamental modules, including English, and
- at least 60% in three compulsory vocational modules

OR

Admission may be granted via mature age exemption to applicants who are 23 years or older, and possess a minimum of 3 years’ work experience in a related field. Applicants may also be accepted into the programme via the Recognition of Prior Learning (RPL) process.

DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

Modules	Assessment: Continuous Assessment (CA) or Examination	NQF Level	Pre-requisite	SAQA Credits
Cornerstone 101	CA	5	---	12
Academic Literacy	CA	5	---	16
Introduction to Business	CA	5	---	16
Law for Life	CA	5	---	8
Quantitative Approaches to Management Sciences	CA	5	---	8
KZN Maritime Heritage	CA	5	---	8
Introduction to Business Law	CA	5	---	16

Time and Stress Management	CA	5	---	8
Environmental Sustainability	CA	5	---	8
Financial Literacy	CA	5	---	12
Business Communication & Information Literacy	CA	5	---	16
Management 1	Examination	6	---	16
Finance for Managers	Examination	6	---	16
Administrative Management 1	Examination	6	---	16
Introduction to Technology	CA	6	---	12
Management 2	Examination	6	Management 1	16
Financial Management 2	Examination	6	Finance for Managers	16
Administrative Management 2	Examination	6	Administrative Management 1	12
Introduction to Economics	Examination	6	Quantitative App. to Mngt. Sciences	16
Management 3	Examination	6	Management 2	16
Financial Management 3	Examination	6	Financial Management 2	16
Administrative Management 3	Examination	6	Administrative Management 2	12
Applied Management	CA	6	Management 3	16
Applied Financial Management	CA	6	Financial Management 3	16
Applied Administration Management	CA	6	Administrative Management 3	12
Entrepreneurial Skills	Examination	6	---	16
Operations Management OR Logistics Management	Exam./CA/Exam.	6	---	16
TOTAL				360

4.3 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

(This programme is offered on a **part-time** basis only, with lectures scheduled between 5 - 8 pm on weekdays).

Minimum admission requirement

Diploma in Management Sciences, specialising in Business Administration, or a cognate/related three-year, 360 credit qualification at NQF level 6.

Programme structure

Modules	Semester	Assessment	NQF Level	SAQA Credits
Project Management	1	Examination	7	20
Organisational Behaviour	1	Examination	7	20
Research Methodology	1	Continuous Assessment	7	20

Corporate Governance and Business Ethics	2	Examination	7	20
Advanced Strategic Management	2	Examination	7	20
Advanced Financial Management	2	Examination	7	20

4.4 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

(This programme is offered on a **part-time** basis only, with lectures scheduled between 5 - 8 pm on weekdays).

Minimum admission requirement

Advanced Diploma in Management Sciences, specialising in Business Administration, or a cognate/related qualification at NQF level 7.

Programme structure

Modu les	Semester	Assessment	NQF Level	SAQA Credits
Business Research Proposal	1	Continuous Assessment	7	8
Applied Strategic Management	1	Examination	7	28
International Business	1	Examination	7	20
Business Research Report	2	Continuous Assessment	7	24
Entrepreneurship	2	Examination	7	20
Innovation & Change Management	2	Examination	7	20

4.5 MASTERS OF MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

The minimum admission requirement for the Masters of Management Sciences (Business Administration) is a Postgraduate Diploma in Management Sciences, specialising in Business Administration, or a cognate NQF 8 qualification, or a B. Tech: Business Administration, or a cognate B. Tech qualification. Only applicants with an average score of 60% or higher in the qualifying qualification will be considered for enrolment into the programme.

Assessment Method	NQF Level
100% research. The final dissertation will be assessed by two external examiners	9

4.6 D. PHIL. IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

The minimum admission requirement for the D. Phil in Management Sciences (Business Administration) is the Masters in Management Sciences (Business Administration), or a cognate Master's Degree at NQF level 9.

Assessment Method	NQF Level
100% research. The final thesis will be assessed by three external examiners, two within South Africa and one from outside South Africa	10

5. REGISTRATION AND RE-REGISTRATION RULES

5.1 Registration for the Higher Certificate in Business Administration

- 5.1.1 Students registering for the Higher Certificate in Business Administration are required to meet the minimum requirements detailed in 4.1 above. Applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest. Based on these rankings, those students with the highest points will be offered a firm place. Students who have applied with their grade 11 results may be offered a place, subject to their final grade 12 examination results meeting the minimum requirements stated in 4.1 above.
- 5.1.2 This course is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 5.1.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

5.2 Registration for Diploma in Management Sciences (Business Administration)

- 5.2.1 Students registering for the Diploma in Management Sciences (Business Administration) are required to meet the minimum requirements detailed in 4.2 above. Applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest. Based on these rankings, those students with the highest points will be offered a firm place. Students who have applied with their grade 11 results may be offered a place, subject to their final grade 12 examination results meeting the minimum requirements stated in 4.1 above.
- 5.2.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 5.2.3 The last date for acceptance of late enrolments or transfers from other

departments will be four weeks from the commencement of lectures.

- 5.2.4 A student cannot register for a module if the prerequisite module, where applicable, is not passed.
- 5.2.5 If a student has not met the progression rules at the end of any year, he/she may appeal to the head of the department.
- 5.2.6 At the end of the fourth year, when the student appeals, the head of department will evaluate the student's progress to establish if there is a reasonable chance of the student completing the diploma in the maximum time (5 years), and use this to make a decision – in accordance with the requirements of Rule G17.

5.3 Registration for the Advanced Diploma in Management Sciences (Business Administration)

- 5.3.1 Students registering for the Advanced Diploma in Management Sciences (Business Administration) are required to meet the minimum requirements detailed in 4.3 above.
- 5.3.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 5.3.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

5.4 Registration for the Postgraduate Diploma in Management Sciences (Business Administration)

- 5.4.1 Students registering for the Postgraduate Diploma in Management Sciences (Business Administration) are required to meet the minimum requirements detailed in 4.4 above.
- 5.4.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 5.4.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

5.5 Registration for the Masters in Management Sciences (Business Administration) and the D. Phil in Management Sciences (Business Administration) – students wishing to enroll for the above programmes are required to meet the minimum admission requirements detailed in 4.5 and 4.6 above. All registration enquiries should be directed to either Ms Jeslyn Hoover (JeslynH@dut.ac.za or 031- 3735374) or Phindo Khoza on 031 – 3736714 or nonkululekok@dut.ac.za at the Faculty of Management Sciences Research Office.

5.6 Work done during the semester/year

- 5.6.1 Year marks/semester marks shall be determined in accordance with the

requirements as indicated in the student guides. For details of assessments, refer to the student guide pertaining to each module. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.

- 5.6.2 Notwithstanding Rule G12, a semester mark obtained for any module is valid only for the main examination in the semester in which a student is registered plus the supplementary examination in that module, if granted to the student in terms of Rule G13.
- 5.6.3 If a student is absent for an assessment, a medical certificate must be submitted to the lecturer concerned within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
- 5.6.4 Students who are absent for a formal assessment and submit a medical certificate to the Department will be permitted to write a make-up test in the general education modules. A make-up test replaces a single test that has been missed in the course of the semester, 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. Details on whether make-up tests are offered in other non-general education modules will be outlined in the student guide for each module.
- 5.6.5 Students must verify their course marks before the final examinations are written. A 40% semester mark is required to be eligible to write the final examination in a module. The pass marks for all modules is 50%.

5.7 Exclusion rules

Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22, and G23), a student who does not pass a minimum of 40% of the modules for which they are 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. 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.

5.8 Maximum time allowed for completion of qualifications

Qualification	Maximum completion time
Diploma	5 years
Advanced Diploma	2 years
Postgraduate Diploma	2 years
Master's Degree	3 years
Doctorate	4 years (part-time)

6. MODULE/SUBJECT CONTENTS

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

6.1 HIGHER CERTIFICATE IN BUSINESS ADMINISTRATION

Introduction to Business

Duration: 12 weeks

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

Business Law

- What is law?
- Business and the Law
- Careers in law

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 behaviour
- 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

Duration: 12 weeks

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)

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)

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.

Introduction to Business Law

Duration: 12 weeks

Evaluation: Continuous Evaluation

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

Fundamentals of Business Administration

Duration: 12 weeks

Evaluation: Continuous Assessment

The module consists of the following sections:

- ☐ The nature and role of the administration functions within an organisation
- ☐ Division of administrative functions
- ☐ The relationship between the administrative function and the other functions in an organisation.
- ☐ The characteristics of an efficient information system and the importance of information in decision-making
- ☐ The importance of knowledge management to a business
- ☐ Guidelines for conducting effective meetings
- ☐ The principles of office design and layout
- ☐ Factors to consider when planning the office layout
- ☐ The principles and procedures for planning, organising and controlling the administrative functions in an organisation.

Introduction to Entrepreneurship

Duration: 12 weeks

Evaluation: Continuous Assessment

The module consists of the following sections:

- The role of entrepreneurs and small and micro-enterprises in the economy
- Entrepreneurial competencies

- Creativity and business opportunity
- The business plan
- Resource requirements and the legal and related aspects
- Financing
- The characteristics of entrepreneurs
- The challenges facing entrepreneurs in South Africa
- Creativity and Idea Generation
- Alternate routes to entrepreneurship: entering the family business; buying a franchise, and buying an established business: pros and cons.
- Managing growth of a start-up business.

6.2 DIPLOMA IN MANAGEMENT SCIENCES (Specialising in Business Administration)

Academic Literacy and Writing

- (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 I

Duration: 12 weeks

Assessment: Examination

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: Examination

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: Examination.

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: Examination

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 behaviour
- 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

- (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 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)

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

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

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

(a) Duration: 12 weeks

(b) Evaluation: Continuous Evaluation

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

(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

Business Law

- What is law?
- Business and the Law
- Careers in law

Introduction to Business Law

- (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 the relationship between production, income and spending 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 Heritage

Duration: 12 weeks

Evaluation: Continuous Assessment.

The module consists of the following sections

:

- 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:

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, and he already has a 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 1

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

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

6.3 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

Project Management

Duration: 12 weeks

Evaluation: Examination

Module contents:

Introduction to Project management

The project lifecycle

Project management process Project methodology

Project stakeholder management Project time management

Project procurement management Project resource management Project cost management

Project quality management Project Risk management

Organisational Behaviour

Duration: 12 weeks

Evaluation: Examination

Module Contents:

Introduction to Organisational behavior

Managing demographic and cultural diversity in organisations Individual differences and perception

Motivation theories Managing groups and teams Communication

Leadership

Conflict and negotiations Organisational culture Organisational change

Research Methodology

Duration: 12 weeks

Evaluation: Examination

Module contents:

Identifying a real world problem and developing a problem statement choosing a topic

Ethics in research

Information search and plagiarism

Qualitative, quantitative and mixed methods research developing aim and objectives
Literature review
Harvard referencing method
questionnaire development

Corporate Governance and Business Ethics

Duration: 12 weeks

Evaluation: Examination

Module contents:

Defining corporate governance Corporate and governance strategies
Composition, selection and functioning of the board of directors Financial and integrated sustainability reporting
Internal and external audits Governance in other business entities Ethics

Advanced Strategic Management

Duration: 12 weeks

Evaluation: Examination

Module contents:

Introduction to Strategic Management
Analyzing the various components of the changing business environment Analyzing a company's resources and competitive position.
Crafting business and corporate strategies
Diversification strategies for managing a group of businesses Strategy, Ethics and Social responsibility
Culture and strategy
Crafting Strategies for competing in foreign (international) markets Executing strategies

Advanced Financial Management

Duration: 12 weeks

Evaluation: Examination

Module contents:

The role and environment of financial management. Time value of money
Risk and return
Analysis and interpretation of financial statements (ratio analysis) Cost of Capital
Capital Budgeting Sources of Finance Dividend Policy

6.4 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

Business Research Proposal

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

Applied Strategic Management

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

International Business

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

Business Research Project

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

Entrepreneurship

A critical review of entrepreneurship theories, frameworks and conceptual models.
Creativity, innovation and entrepreneurship;
Entrepreneurial motivation and entrepreneurial ambition,
Entrepreneurial competencies

New venture planning and creation – introduction to the business plan;
Purpose and format; problems associated with the business plan;
Main components of the business plan
Organising the business venture – legal forms of business ownership,
Franchising, buying existing business, and organizational design issues,
Strategic management of new ventures
Survival and growth of small businesses
Intrapreneurship

Innovation & Change Management

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