



20  
23  
HANDBOOK



APPLIED  
MANAGEMENT (PMB)

# HANDBOOK FOR 2023

## FACULTY Of MANAGEMENT SCIENCES

**DEPARTMENT of  
APPLIED MANAGEMENT**

## **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:

Ms. L. Zwane

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 F.G Netswera

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**

Prof 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)

Dr. L.K Jnr Zogli

MA Economic Policy Management (University of Ghana)

Prof A.T Agbenyegah

PhD (Business Administration); MBA (Management studies); PGD (Management); PGD (Taxation, UNISA); H DIP (Taxation, Potchefstroom)

### **Lecturers**

Ms. .T Z. Qangule

National Diploma: Public Administration and Management (MLS); National Higher Diploma: Human Resources Management (TN); Master's in Business Administration – (UKZN)

Dr Jey Nyalungu (PhD)

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

## I. 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 (specializing in Business Administration)	111427
Postgraduate Diploma in Management Sciences (specializing in Business Administration)	111313
Master of Management Sciences (Business Administration)	96838
D Phil. in Management Sciences (Business Administration)	96817

## 2. MINIMUM ADMISSION REQUIREMENTS AND PROGRAMME STRUCTURE

### 2.1 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

## 2.2 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) OR English First Additional Language	3 4
Mathematics OR Mathematics Literacy	3 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.

**Programme structure**  
**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
Time and Stress Management	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 <b>OR</b> Logistics Management, <b>OR</b> Credit Control	Exam./CA/Exa m.	6	---	16
<b>TOTAL</b>				<b>360</b>

## 2.3 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

(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

## 2.4 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES (BUSINESS ADMINISTRATION)

(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

Modules	Semester	Assessment	NQF Level	SAQA Credits
Business Research Proposal	1	Continuous Assessment	7	20
Applied Strategic Management	1	Examination	7	20
International Business	1	Examination	7	20
Business Research Proposal	2	Continuous Assessment	7	20
Entrepreneurship	2	Examination	7	20
Innovation & Change Management	2	Examination	7	20

### 2.5 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

### 2.6 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

## 3. REGISTRATION AND RE-REGISTRATION RULES

### **3.1 Registration for the Higher Certificate in Business Administration**

- 3.1.1 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.
- 3.1.2 This course is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 3.1.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

### **3.2 Registration for Diploma in Management Sciences (Business Administration)**

- 3.2.1 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.
- 3.2.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
- 3.2.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.
- 3.2.4 A student cannot register for a module if the prerequisite module, where applicable, is not passed.
- 3.2.5 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.
- 3.2.6 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.

### **3.3 Registration for the Advanced Diploma in Management Sciences (Business Administration)**

- 3.3.1 Students registering for the Advanced Diploma in Management Sciences (Business Administration) are required to meet the minimum requirements detailed in 4.4 above.
  - 3.3.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
  - 3.3.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.
- 3.4 Registration for the Postgraduate Diploma in Management Sciences (Business Administration)**
- 3.4.1 Students registering for the Postgraduate Diploma in Management Sciences (Business Administration) are required to meet the minimum requirements detailed in 4.5 above.
  - 3.4.2 The programme is offered on a semester basis and registration takes place in January. See General Rules G3, G4, G5, G6 and G7.
  - 3.4.3 The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.
- 3.5 Registration for the Masters in Management Sciences (Business Administration) and the D. Phil in Management Sciences (Business Administration) – students wishing to enrol for the above programmes are required to meet the minimum admission requirements detailed in 4.6 and 4.7 above. All registration enquiries should be directed to either Ms Jeslyn Hoover ([JeslynH@dut.ac.za](mailto:JeslynH@dut.ac.za) or 031-3735374) or Phindo Khoza on 031 – 3736714 or [nonkululekok@dut.ac.za](mailto:nonkululekok@dut.ac.za) at the Faculty of Management Sciences Research Office.**
- 3.6 Exemptions and Transfers: Students will be able to carry credits from the ND: Management to the Diploma in Management Sciences (Business Administration) within a four-year period. See General Rules G8 and G9.**
- 3.7 Work done during the semester/year**
- 3.7.1 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 subject/module. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.
  - 3.7.2 Notwithstanding Rule G12, a year/semester mark obtained for any module/subject is valid only for the main examination in the semester/year in which a student is registered plus the supplementary examination in that module/subject, if granted to the student in terms of Rule G13.
  - 3.7.3 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.

- 3.7.4 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 year/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.
- 3.7.5 Students must verify their course marks before the final examinations are written. A 40% year/semester mark is required to be eligible to write the final examination in a subject/module. The pass marks for all subjects/modules is 50%.

### 3.8 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 subjects/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.

### 3.9 Maximum time allowed for completion of qualifications

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

## 4. MODULE/SUBJECT CONTENTS

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

### 4.1 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 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 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.
  - Specialization 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.

## **4.2 DIPLOMA IN MANAGEMENT SCIENCES (Specialisation 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 guide reading tasks in order to encourage them to complete 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

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**

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: Continuous Assessment

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.

### Specialization 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.

## 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 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, competence 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
- ✓ Mark-ups
- ✓ Profitability
- ✓ Discounts and Commissions
- ✓ Graphs and Charts
- ✓ Banking and Investing

## 4.3 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

## **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 Globalization 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

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

# 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. Giddings  
033 - 845 8851

Fax:

Location of Department: 033 - 845 8831  
Riverside Campus Room C309

All Faculty queries to: Faculty officer:

Tel No: Ms Lindiwe Zwane

031 373 5410

Fax No: 031 373 5518

Location of Faculty Office: M L Sultan Campus

Executive Dean: Prof. F,G Netswera

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:

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

#### Lecturers:

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

Ms. T Mjwacu  
MA (University of Natal: Durban)  
Mrs Yachal du Plessis (Masters)  
Ms Lungelo Funeka (Masters)  
Mr N. Mofokeng (Masters)

Part Time

### 3. PROGRAMMES OFFERED BY THE DEPARTMENT

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

<b>Qualification</b>
Higher Certificate Public Relations and Communication ( <b>ID: 110685</b> )
Diploma in Management Sciences (Public Relations and Communication Management ( <b>ID: 94830</b> ))
Advanced Diploma in Management Sciences (Public Relations and Communication Management )
Postgraduate Diploma in Management Sciences (Public Relations and Communication Management )
Master of Management Sciences (Public Relations and Communication) ( <b>ID: 96838</b> )
PhD in Management Sciences (Public Relations and Communication) ( <b>ID: 96817</b> )

### 4. PROGRAMME INFORMATION AND RULES

The department offers the Higher Certificate, Diploma, and Advanced Diploma on a full time basis only.

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

The Higher Certificate in Public Relations and Communication is designed to enhance the employability of students by equipping them with basic public relations and communication knowledge and skills, which will enable them to occupy entry-level/junior or support positions in both the private and the public sectors. Upon completion of the programme, students will be equipped with the appropriate knowledge and skills to work in the public relations and communication (or related) field as junior public relations and communications assistants and practitioners. This 120 credit qualification is at an NQF level 5 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework).

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 an NQF level 6 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-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.

The Advanced Diploma in Management Sciences: Public Relations and Communication Management is developed to enhance the knowledge and skills of learners in respect of project management and organisational behaviour, as well as to enable them to continue their professional development through inculcating a deep and systematic understanding of contemporary thinking, practice, theory and methodology in Public Relations Management. This 120 credit qualification is at an NQF level 7 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework).

The Postgraduate Diploma in Management Sciences: Public Relations and Communication Management is to enhance the managerial competence of students and to strengthen and deepen their knowledge in the public relations and communication field. Upon completion of the programme, students should be able to competently apply and integrate theoretical principles, evidence-based techniques, and appropriate skills to interrogate and analyse business-related problems and develop appropriate solutions. The programme also promotes the progression of learning by developing the student's ability to undertake scientific research at a more advanced level. Moreover, the programme will contribute to the personal development and growth of students and enhance their efficiency and effectiveness in a dynamic, challenging and complex organisational environment. This 120 credit qualification is pegged at NQF level 8 and is aligned with the qualification description as per the HEQSF (Higher Education Qualification Sub-framework).

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

## 4.1 Higher Certificate in Public Relations and Communication

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

### 4.1.1 Entrance Requirements for the Higher Certificate in Public Relations and Communication (ID:110685) Qualification

Applicants wishing to enroll for the Higher Certificate in Public Relations and Communication at the Durban University of Technology must have a National Senior Certificate (NSC) score of a minimum of 22 points

**Or**

A Senior Certificate (SC) must score a minimum of 20 points, and achieve a minimum rating/symbol for English as reflected in the Table below.

**Or**

A National Certificate (Vocational) level 4 qualification with a minimum of 50% for English or Communication.

The following admission rating system will be used when selecting students for the higher certificate:

Compulsory Subjects	NSC	SC		NCV
	Rating	HG	SG	
English home language/Communication	3	E	D	50%
English first additional language	4			

### Explanation of Points scale:

Symbol	Senior	
	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
20-29%	1	1

)

## 4.1.2 Selection criteria for this programme

Applicants must meet the minimum requirements mentioned in 4.1.1 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 4.1.1. Preference will be given to learners from designated groups.

## 4.2 Diploma: Management Sciences

**(Public Relations and Communication Management ID.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, General Rules G7 and DUT Rule G16.

### 4.2.1 Entrance Requirements for the Diploma: Management Sciences (Public Relations and Communication Management) Qualification

Applicants wishing to enroll for the Diploma: Management Sciences at the Durban University of Technology are required to have the National Senior Certificate (NSC) NQF4 equivalent qualification, with a minimum of 25 points excluding Life Orientation.

### Explanation of Points scale:

Symbol	Senior	
	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
20-29%	1	1

)

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

DEPARTMENTAL NSC REQUIREMENTS		DEPARTMENTAL SENIOR CERTIFICATE REQUIREMENTS		
NSC Diploma Entry A minimum of 25 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent qualification will be considered. Applicants with 20 or more points will be considered		
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG
English (home) <b>OR</b> English (1st additional)	3 4	Engl 1 <sup>st</sup> lang <b>OR</b>	E	C
Maths <b>OR</b>	3	Engl 2 <sup>nd</sup> lang	D	B
Maths Literacy	4	Maths	E	C
And two 20 credit subjects (not more than 1 language)	3			

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students. Selection processes may be applicable.

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.

#### 4.2.2 Selection criteria for this programme

Applicants must meet the minimum requirements mentioned in 4.2.1. 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 4.2.1. Preference will be given to learners from designated groups.

### **4.3 Advanced Diploma: Management Sciences**

#### **(Public Relations and Communication Management)**

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, General Rules G7 and DUT Rule G16.

#### **4.3.1 Entrance Requirements for the Advanced Diploma: Management Sciences (Public Relations and Communication Management) Qualification**

Applicants wishing to enroll for the Advanced Diploma: Management Sciences at the Durban University of Technology are required to have a Diploma in Management Sciences, specializing in one of the following areas: Business Administration; Marketing; Retail; Operations Management; Public Relations and Communication Management; Business Law, or Human Resources Management, or a cognate 360 credit NQF level 6 qualification.

If the number of applications exceeds the number of spaces available, the department reserves the right to apply a ranking system to select students.

**4.4 Postgraduate Diploma Management Sciences (Public Relations and Communication Management)** 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, General Rules G7 and DUT Rule G16.

#### **4.4.1 Entrance Requirements for the Postgraduate Diploma Management Sciences (Public Relations and Communication Management)**

Admission to the Postgraduate Diploma in Management Sciences will be granted to those applicants who have completed an Advanced Diploma in Management Sciences, or a cognate qualification, at NQF level 7, in any one of the following areas: Marketing; Retailing; Public Relations and Communication Management; Operations Management; Quality Management; Human Resource Management; Business Law, or Business Administration.

### **4.5 MASTERS IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION (NLRD ID: 96838)**

This is a full dissertation based qualification. The Masters allows the student to explore research opportunities in a specialized area of public relations and communication.

#### **45.1 Admission Requirements**

In addition to General Rules G24, the following also applies: The B Tech: Public Relations Management or equivalent.

For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or the Department Applied Management (Riverside Campus PMB).

#### **4.6 DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCES: SPECIALISING IN PUBLIC RELATIONS AND COMMUNICATION (ID: 96817)**

This is a thesis based qualification. In the thesis, students must provide proof of original and creative thinking, development work and problem-solving, and make a real contribution to the solving of a particular problem to which their research applies. For further information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or the Department of Applied Management-Riverside Campus PMB.

##### **4.6.1 Admission Requirements**

In addition to General Rules G25, the following also applies:

Applicants should possess an appropriate Masters qualification, or an equivalent and relevant NQF level 9 qualification. For other information, please address enquiries to the Management Sciences Postgraduate Office (MLS Campus, A Block, 1<sup>st</sup> Floor) or Department of Applied Management-Riverside Campus PMB.

## 5. Programme Structure

### 5.1 Higher Certificate in Public Relations and Communication

Subjects	Assessment method	Semester	NQF level	Study Period
Financial Literacy	C	1	5	1
Introduction to Technology	C	1	5	1
Cornerstone 101	C	1	5	1
Business Communication and Information Literacy	C	1	5	1
Introduction to Public Relations and Communication	C	2	5	1
Introduction to Public Relations and Media	C	2	5	1
Event Management	C	2	5	1
Fundamentals of Writing for Media	C	2	5	1

C = Continuous Assessment

E = Final Examination

### 5.2 Diploma in Management Sciences (Public Relations and Communication Management) (NLRD No. 94830)

Subjects	Assessment method	Semester	NQF level	Study Period
DUT Cornerstone 101	C	1	5	1
Environmental Sustainability	C	1	5	1
Quantitative Approaches to Management Sciences	C	1	5	1
Introduction to Business	C	1	5	1
Introduction to Business Law	C	1	5	1
Time & Stress Management	C	2	5	1
Law for Life	C	2	5	1
Academic Literacy	C	2	5	1

Business Communication & Information Literacy	C	2	5	1
Financial Literacy	C	2	5	1
Fundamentals of Public Relations	C	1	6	2
Fundamentals of Communication Science	C	1	6	2
Public Relations and Media	C	1	6	2

Introduction to Technology	C	1	6	2	
Applied Public Relations and Communication Planning	C	2	6	2	Fundamentals of Communication Science
Writing for Public Relations	C	2	6	2	
Public Relations Contexts	C	2	6	2	Fundamentals of Public Relations
Society and the Media	C	2	6	2	
Work Preparedness		1	6	3	
Marketing for Public Relations	C	1	6	3	
Corporate Communication	C	1	6	3	Applied Public Relations and Communication Planning
Stakeholder Management	C	1	6	3	Public Relations Contexts
Dynamics in the Workplace	C	2	6	3	
Reflective Learning	C	2	6	3	
Public Relations Practice	C	2	6	3	
Communication Practice	C	2	6	3	

C = Continuous Assessment

E = Final Examination

### 5.3 Advanced Diploma in Management Sciences (Public Relations and Communication Management)

Subjects	Assessment method	Semester	NQF level	Study Period	Major Subject
Organisational Behaviour	C	1	7	1	
Advanced Strategic Communication	C	1	7	1	Yes
Advanced Media Studies	C	1	7	1	Yes
Project Management	E	2	7	1	
Advanced Public Relations	E	2	7	1	Yes
Research Methodology	C	2	7	1	

C = Continuous Assessment      E = Final Examination

#### 5.4 Postgraduate Diploma in Management Sciences (Public Relations and Communication Management)

Subjects	Assessment method	Semester	NQF level	Study Period	Major Subject
Critical Media Studies	C	1	8	1	Yes
Strategic Public Relations	C	1	8	1	Yes
Strategic Integrated Communication	C	1	8	1	Yes
Business Research Report	C	2	8	1	
Business Research Proposal	C	2	8	1	
Applied Strategic Management	E	2	8	1	

C = Continuous Assessment      E = Final Examination

## 6. Registration and Re-registration Rules

### 6.1 Registration for Higher Certificate in Public Relations

- Students registering for the Higher Certificate in Public Relations are required to meet minimum requirements detailed in the departmental entrance requirements in 4.1.1 and 4.1.2.

- This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

### **Registration for Diploma in Management Sciences (Public Relations and Communication Management)**

- Students registering for the Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.2.1 and 4.2.2.
- This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.
- The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

### **Registration for Advanced Diploma in Management Sciences (Public Relations and Communication Management)**

- ✓ Students registering for the Advanced Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.3.1.
- ✓ This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

### **Registration for Postgraduate Diploma in Management Sciences (Public Relations and Communication Management)**

- ✓ Students registering for the Postgraduate Diploma in Management Sciences (Public Relations and Communication Management) are required to meet minimum requirements detailed in the departmental entrance requirements in 4.4.1.
- ✓ This course is offered in on a semester basis and registration takes place once a year in January. See General Rules G3, G4, G5, G6, G7 and G16.

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

The B-Tech in Public Relations 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 elsewhere

and may apply for exemption, subject to the provision of the general rules. Students transferring from the incomplete B-Tech in Public Relations Management (BT PRMI) to the Advanced Diploma in Management Sciences: Public Relations and Communication Management may, on application, be granted credit for subjects passed towards the new qualification.

### **6.3 Exemptions and Transfers**

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

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

1. Year marks/semester 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.
6. The onus is on the student to verify all marks for CA before the final submission to the examinations department.

### **6.5 Experiential Learning / Work Based 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 organisation.

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.

## **6.6 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 want to register for programmes offered in this department will be considered on an individual basis.

## **7. Subject Content**

The syllabus for each subject for the various qualifications is published at the end of the handbook.

## **8. Student Conduct**

See General Handbook Rules SR1 to SR12

## **9. Progression Rules including pass requirements**

The final pass mark for all subjects is 50%.

- ✓ 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.
- ✓ 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.
- ✓ Where a module has a pre-requisite module, students are required to pass the pre-requisite module first (see below).

- ✓ See General Rule G14, G15, G16 and G21B See General Rule G14, G15, G16 and G21B.
- ✓ A first year student who fails five (5) or more modules will not be permitted to register for any second year modules. Students have the right to appeal this decision via the Student Appeals Committee (SAAC).

The following pre-requisites and co-requisites apply:

The following pre-requisites apply to Level 2, Semester 2:

Level 2, Semester 2 Module	Pre-requisite
Public Relations Contexts	Fundamentals of Public Relations
Applied Public Relations and Communication Planning	Fundamentals of Communication Science

The following pre-requisites apply to Level 3, Semester 1:

Level 3, Semester 1 Module	Pre-requisite
Corporate Communication	Applied Public Relations and Communication Planning
Stakeholder Management	Public Relations Contexts

The following co-requisites apply to Level 3, Semester 2:

Co-requisite	
Public Relations Practice	Communication Practice
Communication Practice	Public Relations Practice

### 9.1 Pass Requirements

See General Rule G14/G16/G17

## SYLLABI

### Higher Certificate in Public Relations and Communication – Module Content)

#### Semester 1 DUT Cornerstone 101

The module content is developed around the concept of journeys, across time, across space, and across human relationships. It will take the journey of the uMngeni River (which is close to all DUT campuses) as a metaphor. The module will bring different disciplinary perspectives to this content – environmental, historical and sociological in particular.

The metaphor of the journey will be sustained across the module and will be applied to personal journeys, historical, political and environmental journeys, and social journeys, with specific focus on gender. Each section will draw in issues of ethics, diversity and critical citizenry. The design team may later take a different metaphor or theme, but with the same outcomes and attributes.

The final section of the module will identify and integrate learning from earlier sections, and examine implications for further learning. At each stage of the module, activities such as the weekly online journal and class discussion will involve reflection and build communicative practices. There will be a concluding section in which students will identify their learning and examine the implications for their roles as students and as citizens.

### ***Introduction to Technology***

- Overview of computer terminology
- Hardware
- Software
- Ethics of Information Technology.
- The internet
- Upload and downloading files
- Ms Word
- PowerPoint.

### ***Financial Literacy***

- Introduction to Financial Literacy
- Savings and budgeting
- Debt Reduction and Asset Building
- Basic Accounting
- Cash Management
- Basic Cost Accounting
- Cost Volume Profit Analysis
- Personal Finance
- Retirement Planning

### ***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; e-mails; reports; memoranda, and 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
- Library website and Online Public Access Catalogue
- Summon Discovery tool and search engines
- Library electronic databases

- Harvard referencing system
- Plagiarism

### ***Semester 2 Introduction to Public Relations and Communication***

- Definition of public relations and communication
- History of public relations and communication
- Importance of public relations to an organisation
- Link between public relations and marketing
- Roles and functions of a public relations/communication practitioner
- Benefits of verbal and non-verbal communication in public relations
- Communication tools of public relations
- Public relations and communication in the corporate context
- Development of a public relations programme
- Public speaking

### ***Introduction to Public Relations and Media***

- Introduction to public relations and journalism
- Interaction between public relations and journalism
- Characteristics and categories of news
- Types of news and news values
- Introduction to Print Media
- Introduction to Electronic Media
- Introduction to New Media
- Media relations and interaction through:
  - Media Interview
- Media Conference
- Media Kit
- Ethical media considerations

### ***Fundamentals of Writing for the Media***

- Principles of good writing
- Basic techniques of writing
- Writing styles
- Writing models
- Conducting background research
- Writing lead paragraphs
- Writing a press release
- Feature article writing
- Writing for social media

## **Event Management**

- Fundamentals of event management
- Characteristics and categories of events
- Organisational issues when managing an event
- Success factors when managing an event
- Event management process and structure
- Event planning and time management
- Implementing and organising the plan
- Management of events
- Characteristics of an effective control system

## **10.2 Diploma in Management Sciences**

### **(Public Relations and Communication 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**

### **I. Life scenario: Motor vehicle accident:**

Criminal law- purpose, procedure, parties, bail, sentences  
Civil law-purpose, procedure, parties, and 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

- ✓ 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
- ✓ Life scenario: A man dies leaving three wives and eight children. The law of estate and intestate succession.
- ✓ The requirements for a valid will. Drafting a valid will

## **Introduction to Business**

The nature of business management.

Management concepts: Planning, organising, leading and controlling. Decision-making process

Careers in Business

Management

(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**

- 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**

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

### ***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 and 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 decision
- 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

### **10.3 Advanced Diploma in Management Sciences (Public Relations and Communication Management – Module Content)**

#### ***Semester I Advanced Media Studies***

- Analysis of media texts
- Media representations
- The business of media

#### ***Advanced Strategic Communication***

- Communication, Culture and Strategy
- Performance Communication
- Strategic Communications for the organisation

#### ***Organisational Behaviour***

- Introduction to organisational behaviour
- 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

## **Semester 2 Advanced Public Relations**

- Public Relations theories and concepts
- Public Relations research and evaluation
- Ethics and professionalism in public relations
- Public Relations in the corporate context
- Public Relations in politics and government
- International context of public relations

## **Project Management**

- 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

## **Research Methodology**

- 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
- Writing up a proposal

## **10.3 Postgraduate Diploma in Management Sciences (Public Relations and Communication Management – Module Content)**

### ***Critical Media Studies***

- Theories and approaches of new media;
- New media users;
- Construction and influence of news;
- News accuracy and impartiality;
- Realism and truth in documentaries;
- Performance and documentary;
- Ethics and documentary;
- Cultural approaches to understanding media users;
- Media effects models and influences

### ***Strategic Public Relations***

- Strategic need of public relations;
- Public relations situations and issues management;
- Internal and external organisational environments;
- Characteristics and categories of publics;
- Strategic goals and objectives;
- Proactive and reactive action and response strategies;
- Implement strategic public relations plans using various communication tactics;
- Factors and approaches to evaluating public relations strategic plans

### ***Strategic Integrated Communication***

- The business environment and strategic integrated communication;
- Shift towards strategic integrated communication;
- Different approaches to organisational culture;
- Organisational culture to support strategic integrated communication;
- Leadership communication styles and approaches;
- Relationship between leadership communication and strategic integrated communication;
- Stakeholder relationships within strategic integrated communication;
- Governance and strategic integrated communication;
- Strategic integrated communication implementation in various organisational contexts

### ***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
- Corporate governance and business ethics considerations

### ***Business Research Proposal***

- Upon completion of the module the student should be able to:
- Develop a problem statement and rationale for a study
- Develop the aim and objectives for a study, or construct hypotheses
- Apply ethical principles in research
- Conduct a literature search and a literature review
- Develop a research proposal

### ***Business Research Report***

- 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

# 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. E. Giddings
Tel No:	033-8458851
Fax No:	033-8458831
Location of Department:	Riverside Campus

All Faculty queries to:

Faculty officer:	Ms Lindiwe Zwane
Tel No:	031-3735140
Fax No:	031-3735158
Location of Faculty office:	A-Block 1st Floor MLST

Executive Dean:

Tel No:	Prof F.G Netswera
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:

Prof B.I Dlamini  
(PHD); M. Admin (Industrial Psych); B. Admin (Hons)  
B.Admin(UZ)

#### Senior Lecturers

Dr Obianuju Uzodike-Okeke Doctorate UKZN)

#### Lecturers

Dr K. Sishi (Doctorate UKZN)  
Ms C. Mtshali (Masters in Industrial Psychology (UJ))  
Ms N.K Mthabela (MBA)

### 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

- ✓ **Higher Certificate (Human Resources Management)**
- ✓ **Diploma in Management Sciences (Human Resources Management)**
- ✓ **Advanced Diploma in Management Sciences (Human Resources Management)**
- ✓ **Postgraduate Diploma in Management Sciences (Human Resources Management)**
- ✓ **Master in Management Sciences: Human Resources Management**
- ✓ **Doctor of Philosophy in Management Sciences: Human Resources Management**
- ✓

### INFORMATION

- ✓ The department offers: The Higher Certificate (Human Resources Management) Diploma: Management Sciences (Human Resources Management) on a full time and part time basis; The Advanced Diploma and The Postgraduate Diploma: Human Resources Management.
- ✓ The Masters and Doctorate are offered on full-time and part-time basis.
- ✓ The full-time instructional programmes are offered to students between 08:00 and 16:50 daily. For those who are employed, a part-time lecture programme is arranged between the hours of 17:00 and 20:00. 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 HIGHER CERTIFICATE IN HUMAN RESOURCES MANAGEMENT

### 4.1.1 ENTRANCE 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:

Rating	Points
7	7
6	6
5	5
4	5
3	4
2	3
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 points scored by a student, Life Orientation and more than one additional language will be excluded.

## 4.2. DIPLOMA: MANAGEMENT SCIENCES (HUMAN RESOURCES MANAGEMENT)

4.3. See General Rules G21B  
See General Rules G7

### 4.3.1. ENTRANCE REQUIREMENTS FOR THE NEW QUALIFICATIONS ARE AS FOLLOWS:

Applicants wishing to enroll 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 Rating Code	Senior Certificate requirements
<b>Compulsory Subjects</b>		
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.

### **4.3.2. 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.

### **4.3.3. REGISTRATION**

- 4.3.3.1.** 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.
- 4.3.3.2.** The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.
- 4.3.3.3.** 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).

### **4.3.4. 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.

### **4.3.5. WORK DONE DURING THE YEAR**

- 4.3.5.1.** 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.
- 4.3.5.2.** 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.

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

#### **4.3.6. STUDENT CONDUCT**

See General Handbook Rules SR1 to SR12

#### **4.3.7. 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 14 weeks experiential learning in an approved industrial/commercial organisation. The student is required to complete a number of assessments during their work integrated learning period.

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.

#### **4.3.8. PROGRAMME STRUCTURE**

##### **Programme Structure for Higher Certificate in Human Resources Management**

<b>Name of module</b>	<b>Study Level</b>	<b>NQF Level</b>	<b>Module Credits</b>	<b>C/E</b>	<b>Pre-Req</b>	<b>Co-Req</b>	<b>Exam</b>
Business Communication and information literacy	I	5	20	C	NIL	NIL	No
Financial Literacy	I	5	12	C	NIL	NIL	No
Introduction to Technology	I	5	12	C	NIL	NIL	No
Cornerstone 101	I	5	12	C	NIL	NIL	No
Fundamentals of Organisational Behaviour	I	5	16	C	NIL	NIL	No
Intro to Training and Development	I	5	16	C	NIL	NIL	No
Introduction to Labour Relations	I	5	16	C	NIL	NIL	No
Introduction to Human resources	I	5	16	C	NIL	NIL	No

TOTAL							
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**PROGRAMME STRUCTURE FOR DIPLOMA IN MANAGEMENT SCIENCES IN HUMAN RESOURCES MANAGEMENT**

Subject	Assessment Method	Semester	NQF level
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
<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	4	6

Personnel Management 2	E	4	Personnel Management 1
Business Management 2	E	4	Business Management 1
Project Management	E	4	
Work Preparedness	C	4	
Personnel Management 3	E	5	Personnel Management 2
Business management 3	E	5	Business Management 2
Management of Training 2	E	5	Management of Training 1
Labour Relations 2	E	5	Labour Relations 1
Workplace Practice	C	6	
Human Resource management Presentation	C	6	Management of Training 2 Personnel Management 3
Talent Portfolio Management	C	6	
Applied Project Management	C	6	

**C = Continuous Assessment**

**E = Final Examination**

#### **4.2.10 PROGRESSION RULES INCLUDING PASS REQUIREMENTS**

See General Rule G14, G15, G16 and G21B.

4.2.10.1 The final pass mark for all subjects is 50%.

4.2.10.2 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.

4.2.10.3 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.

4.2.10.4 The student must pass a minimum of 3 out of 5 modules to proceed to the next level, or 2 out of 4 modules (during a semester where four modules are offered)

- 4.2.10.5 Where a module has a pre-requisite module, students are required to pass the pre-requisite module first.

## **4.2.11 EXCLUSION RULES**

- 4.2.11.1 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.
- 4.2.11.2 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.

## **4.2.12 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.

### **4.3.9. REGISTRATION**

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

### **4.3.10. EXEMPTIONS**

See General Rules G8.

### **4.3.11. WORK DONE DURING THE YEAR**

- 4.3.11.1. 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.
- 4.3.11.2. 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.
- 4.3.11.3. 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.
- 4.3.11.4. 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.
- 4.3.11.5. 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.

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

### **4.3.12. STUDENT CODE OF CONDUCT**

See General Handbook Rules SR1 to SR12

### **4.3.13. AWARDING OF DIPLOMAS**

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

### **4.3.14. 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.

### **4.3.15. ASSESSMENT PLAN**

As contained in the General Rules.

### **4.3.16. RE-REGISTRATION RULES**

#### **4.3.16.1. PASS REQUIREMENTS**

See General Rule G14/G16/G17.

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

##### **4.3.16.2.1. First year of study**

Full-time students who are enrolled for the first year of study for a 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.

##### **4.3.16.2.2. 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.

##### **4.3.16.2.3. 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.

##### **4.3.16.2.4. 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.

#### **4.3.16.2.5. Prerequisites**

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

#### **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.

#### **ADMISSION REQUIREMENTS**

See Rules G7 and G25.

Either a Diploma in Management Sciences or 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.

#### **4.3.17. REGISTRATION**

**4.3.17.1.** All courses offered are annual and registration takes place during January. See General Rules G3, G4, G5 and G6.

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

#### **4.3.18. EXEMPTIONS**

See General Rules G8.

#### **4.3.19. WORK DONE DURING THE YEAR**

**4.3.19.1.** 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.

**4.3.19.2.** 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.

**4.3.19.3.** 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.

**4.3.19.4.** 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.

**4.3.19.5.** 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.

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

#### **4.3.20. STUDENT CODE OF CONDUCT**

See General Handbook Rules SRI to SR12

#### **4.3.21. AWARDING OF DEGREES**

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

### **ASSESSMENT PLAN**

As contained in the General Rules.

### **4.4. ADVANCED DIPLOMA IN HUMAN RESOURCES MANAGEMENT**

Human Resources are the foundation upon which all other business functions operate. Managing the organisation's employees is critical to organisational success. The Advanced Diploma hones the skills of HR practitioners in the areas of OB, IR, SHRM and project management to allow them to apply specialised HRM knowledge in their various domains.

### **STRUCTURE OF ADVANCED DIPLOMA IN HUMAN RESOURCES MANAGEMENT**

<b>Name of module</b>	<b>Study Level</b>	<b>NQF Level</b>	<b>Module Credits</b>	<b>C/E*</b>	<b>Exam.</b>
Project management	I	7	20	E	YES
Organisational Behaviour	I	7	20	E	YES
Advanced Labour Law	I	7	20	E	YES
Advanced	I	7	20	E	YES

Industrial Relations					
Strategic Human Resource Management	I	7	20	E	YES
Research Methodology	I	7	20	C	No

#### 4.5. POST-GRADUATE DIPLOMA IN HUMAN RESOURCES MANAGEMENT

The PGD HRM enhances the competencies of HRM practitioners, deepening their HRM knowledge and skills

The qualification is at level 8 on the NQF, offering contemporary HRM knowledge, skills and abilities to allow HRM practitioners to also engage in HR research in their relevant areas.

Upon completion of the programme, students should be able to competently apply and integrate theoretical principles, evidence-based techniques and appropriate skills to interrogate and analyse HRM-related problems and develop appropriate solutions

Moreover, the programme will contribute to the personal development and growth of students and enhance their efficiency and effectiveness in a dynamic, challenging and complex HR organisational environment.

#### STRUCTURE OF POST-GRADUATE DIPLOMA IN HUMAN RESOURCES MANAGEMENT

Name of module	Study Level	NQF Level	Module Credits	C/E	Exam
Business Research Proposal	I	8	8	C	No
Business Research Report	I	8	24	E	YES
Applied Strategic Management	I	8	28	E	YES
Applied Employee Relations	I	8	20	E	YES
Applied Human Resource & Knowledge Management	I	8	20	E	YES
Strategic Human Resource Development	I	8	20	E	YES

- 4.6. Masters in Management Sciences: HUMAN RESOURCES MANAGEMENT** The masters provides the student to explore research opportunities in a specialised area of human resources management.

#### **4.6.1. ADMISSION REQUIREMENTS**

In addition to General Rules G32 through G35, the following rules also apply to the Masters in 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.

#### **4.6.2. INSTRUCTIONAL PROGRAMME**

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

- 4.7. PHD in 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.

## **5. 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 (Human Resource Management – Module Content)**

#### **DUT Cornerstone 101**

The module will start with the analysis of a current issue (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)

#### **Environmental Sustainability**

##### **I. 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, and 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.

### **Specializations 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.

## **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