



*Developing
World-Class Leaders
for Broad-based BEE,
Growth and Prosperity*



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Prosperity

Postgraduate



Success

Level 7-8

Broad-based

Graduate



Affordable

Level 6

Growth

Intermediate



Blended Online

Level 5

World-Class

Foundation



International
Recognition

Level 4



**Launching
Your Career and
Skills Development**

Entrance:

School-leaving or equivalent
prior learning or experience



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**BUSINESS MANAGEMENT
FOUNDATION LEVEL 4**

COURSE UNITS	MODULES
THE BUSINESS ENVIRONMENT	The Business Environment, Business Planning and Goal-Setting, Entrepreneurial Management
COMMUNICATION SKILLS	Effective Communication Skills, Personal Skills, Practical Comprehension, The Marketing Mix
FINANCE FOR MANAGERS	Fundamentals of Accounting, Number Skills, Financial Management and Control
PEOPLE IN ORGANIZATIONS	People in Organisations, People Skills, Human Resources, Culture, Organizational Structures
RESOURCES MANAGEMENT	Strategic Human Resource Management, Performance Management, Managing Ethically
PROMOTION TECHNIQUES	Marketing Mix, Marketing and Sales Planning, Promotion, Customers and Customer Service
CUSTOMER RELATIONSHIP MANAGEMENT	Customers and Customer Service, Customer Relationship Management
CORPORATE SOCIAL RESPONSIBILITY	Corporate Social Responsibility, Managing Stakeholders, Sustainability, Managing Ethically



Building Your Business Enterprise

Entrance:

Level 4 Certificate or equivalent prior learning or experience



BUSINESS MANAGEMENT INTERMEDIATE LEVEL 5

COURSE UNITS	MODULES
BUSINESS ORGANISATIONS IN GLOBAL CONTEXT	Business Organisations in Global Context, Managing in Today's World, Politics & Business
ENTREPRENEURSHIP AND NEW BUSINESS VENTURES	Entrepreneurship, Business Planning and Goal Setting, New Business Venture, Start-ups
FINANCIAL MANAGEMENT FOR BUSINESS MANAGERS	Financial Statements, Practical Accounting and Financial Analysis, Financial Management
MARKETING PRINCIPLES AND PRACTICE	Marketing Principles, The Marketing Mix, Marketing and Sales Management
PEOPLE MANAGEMENT	Human Resource Management, Performance Management, Organisation Structures
MANAGING COMMUNICATION	Communication Principles, Managing in Today's World, Effective Communication Skills
BUSINESS LAW	Business Law Principles, Contract Law, Employment / Labour Law, Case Studies
RESEARCH PROJECT	Research Methods, Quantitative Number and Analytical Skills, Practical Research Project



Realising Your Leadership Potential

Entrance:

Level 5 Diploma or equivalent prior learning or experience



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BUSINESS MANAGEMENT GRADUATE LEVEL 6

COURSE UNITS	MODULES
STRATEGIC MANAGEMENT	Strategic Analysis, Managers Toolkit, Change, Implementation, Competitive Advantage
MARKETING MANAGEMENT	Marketing Strategy, Positioning, Segmentation, Mix, Product, Pricing, Communication, Channels
ADVANCED FINANCE FOR DECISION-MAKERS	Managing and Using Finance, Information, Risk, Analysis, Decision-making, Sources, Governance
DYNAMICS OF LEADERSHIP	Leadership Concepts, Process, Power, Influence, Change, High Performance Teams, Groups
LEADERSHIP SKILLS	Leadership Skills, Communication, EQ, Personal Effectiveness, Relationships, Performance
MANAGEMENT INFORMATION SYSTEMS	IT in Business, IT for Competitive Advantage, Information Systems, Latest IT Trends
CUSTOMER FOCUS FOR STRATEGIC ADVANTAGE	Strategic Customer Service, Communication, Quality and Excellence, High Performance Teams
MANAGING RISK IN BUSINESS	Risk: Business Role, Types, Assessing, Managing, Environment, Responsibility, Contingencies



Reaching The Top & Equity Ownership

Entrance:

Level 6 Diploma or equivalent
prior learning or experience



STRATEGIC BUSINESS MANAGEMENT POSTGRADUATE LEVEL 7-8

COURSE UNITS	MODULES
STRATEGIC PLANNING FOR GROWTH	Business Environment, Strategies for Growth. Technology in Business, Managing Projects
FINANCE FOR STRATEGIC MANAGERS	Business Accounts, Equity, Financial Analysis, Asset Management, Growth Strategies, Governance
STRATEGIC MARKETING MANAGEMENT	Marketing Strategy, Customers, Competitors, Creativity, Innovation, Decisions, E-marketing
STRATEGIC HUMAN RESOURCE MANAGEMENT	Strategic HRM, Applying Management Theories, Managing High Performance, Recruitment & CPD
PERSONAL DEVELOPMENT FOR LEADERSHIP AND STRATEGIC MANAGEMENT	Leadership Qualities, Developing Interpersonal Skills, Creativity and Innovation, Motivating and Influencing People
ORGANISATIONAL BEHAVIOUR FOR STRATEGIC MANAGEMENT	Strategic Organisation, Management, Culture & Ethics, Innovation, Quality, Strategy & Systems
CORPORATE COMMUNICATION STRATEGIES	Corporate Communications integrating Strategic Marketing, E-Marketing and Communications
RESEARCH FOR STRATEGIC DEVELOPMENT	Strategic Development, Applying Theory, Quantitative Techniques, Managing Projects