

## Higher Certificate in Business Management Module Descriptors

### **Writing for Success (NQF 5, 12 credits)**

This module is designed to introduce students to the higher education landscape with a specific focus on developing their academic writing ability. Students will learn about the significance of reading comprehension with the aim of producing a written document. This module delves into the technicalities and structure of writing and referencing, with emphasis on the value of academic honesty and integrity. This module aims to develop the students' academic reading and writing skills, encourages students to find their own academic identity and to establish their own academic voice. The impetus of this module is to develop academic and information literacy competency and to equip the student with a set of values and skills necessary for academic success

### **Introduction to Business Management (NQF 5, 14 credits)**

This module provides a comprehensive and structured introduction to Business Management, firstly providing insight into the evolution of management theory and then discussing its core components: management skills, information and decision making and how these relate to the business environment. Using business case studies, students explore business successes and failures and consider the challenges and trends presented by a global business environment. This module introduces students to the concepts of Information Systems and Information Management as beneficial to the business environment in terms of decision making and competitive advantage as well as explores the differences between the concepts of management and leadership.

### **Effective Functions in Organisations (NQF 5, 14 credits)**

This module is closely linked to the module, *Introduction to Business Management*. The aims of the module are to provide students with the opportunity to explore the relationship between business management and the core business functions which are needed to ensure that organisations are effective in meeting their business objectives. This module considers the purpose of each business function as it relates to the Business Value Chain. The module also examines the process of developing relevant marketing material that appeals to the right target audience interpreting organisational effectiveness and business performance. Students will also learn to understand income statements, balance sheets and basic business management controls. The module spotlights business management in the form of entrepreneurship and the effect of small businesses on the South African economy.

### **Numerical Literacy (NQF 5, 12 credits)**

This module provides a basic introduction to numeracy skills used in everyday contexts and aims to equip students with the knowledge and skills to make sense of numbers in their academic studies, as well as in their personal and professional lives.

### **Introduction to Microeconomics (NQF 5, 14 credits)**

In this module, students will learn about the essence of microeconomics for the purpose of business management rather than economics from a specialist economist's perspective. As such, the module aims to equip students to be economically literate as a basis for a managerial or entrepreneurial career. Students will learn concepts that include, the theoretical and practical nature of markets, demand and supply, and the concepts of production, cost and revenue. Students will learn how to process, analyse, and present different types of economics data and information to support their economic analyses in a business context.

### **Understanding Organisation Behaviour (NQF 5, 14 credits)**

This module lays a foundational understanding of human behaviour in organisations and equips students with the tools to understand as well as evaluate individual, group and organisational behaviours. Drawing on psychological principles, this module addresses concepts such as individual differences, abilities and personality; conflict and conflict resolution; perception; the nature of learning; attitude; group dynamics; motivation and job satisfaction; and leadership. Students will also gain an appreciation of the relevance of the study of organisational behaviour in entrepreneurship and business management through comprehensive exposure to organisational behaviour theories, research and workplace issues. There is a focus on illustrations via the use of case studies of organisations and business ethics scenarios within a South African context. This module will also provide students with an opportunity to explore what their own personal contributions in any workplace could be in the future towards improving organisational effectiveness through business management.

### **Digital Literacies for the 21<sup>st</sup> Century (NQF 5, 12 credits)**

This module aims to develop essential digital skills considered as an indispensable component of education, work and personal life. It introduces students to the key concepts of information and communication technology, engages them in web browsing and communication, using various software packages, and explores the management of files. This module aims to equip students with the necessary skills to navigate their studies, personal and professional lives around with the use of digital devices.

### **Introduction to Macroeconomics (NQF 5, 14 credits)**

The module is designed so that students can understand concepts such as the nature and importance of the business cycle in the economy, macroeconomic indicators and issues relating to the role of money and interest rates. Contemporary economic challenges in South Africa, including economic-related ethical dilemmas, will be addressed. Students will be taught how to conduct basic economic analyses related to issues such as GDP, unemployment, aggregate supply and demand, money dynamics, inflation, foreign currency effects, purchasing power, current and financial accounts, borrowing and lending, and contributions to output. Students will learn how to use Excel<sup>®</sup> to process, analyse, and present quantitative and qualitative data and information to support their economic analyses for decision making purposes in a business.

**Diversity in the South African Context (NQF 5, 14 credits)**

This module is designed to engage and explore diversity within South Africa. The purpose of the module is to create awareness of the impact of context and contextualised dynamics that ultimately shape the development of individuals and counselling practice within South Africa. The module also builds on awareness and expands the student's knowledge of issues of diversity. Diversity within this module is explored as a multidimensional combination of culture, worldview and identity, oppression, power, privilege, race, gender, sexuality, vulnerability, spirituality, religion and disability.