

## Higher Certificate in Business Management Module Descriptors

### **Professional Communication and Digital (NQF 5, 12 credits)**

This module combines writing skills, data literacy, and digital literacy to prepare students for business and academic environments. The writing aspect focuses on the technicalities and structure of writing and referencing, emphasising the value of academic honesty and integrity. It encourages students to find their own academic identity and establish their academic voice. Meanwhile, the numeracy aspect equips students with the knowledge and skills to make sense of numbers. This allows students to interpret social issues in the context of numbers and develops the student's reasoning skills as it pertains to their personal and professional decision-making process. Lastly, the technology literacy aspect explores our interaction with technology and how it has influenced how we think, behave, and present ourselves, as well as how it has influenced our social relationships and how we manage these. Students learn information and data literacy, communication and collaboration, digital content creation, and critical decision-making skills.

### **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 module aims to allow students to explore the relationship between business management and the core business functions needed to ensure that organisations effectively meet 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.

**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 and evaluate individual, group and organisational behaviours. Drawing on psychological principles, this module addresses 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 appreciate 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 allow students to explore what their contributions in any workplace could be in the future towards improving organisational effectiveness through business management.

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

This module is designed to engage and explore diversity within South Africa. The module aims 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 diversity issues. This module explores diversity as a multidimensional combination of culture, worldview and identity, oppression, power, privilege, race, gender, sexuality, vulnerability, spirituality, religion and disability.

**Principles of Economics (NQF 5, 14 credits)**

This module aims to introduce the core principles of microeconomics and macroeconomics comprehensively. This module is a foundational steppingstone in seeking a well-rounded understanding of economic theory and its practical applications. It delves into microeconomic concepts such as supply and demand, market structures, consumer behaviour, and production analysis. Simultaneously, the module explores macroeconomic topics, including GDP, inflation, unemployment, fiscal and monetary policy, and international trade.

**Marketing Management (NQF 5, 12 credits)**

This module provides a comprehensive understanding of the principles and practices of marketing in contemporary business environments. The module covers various topics related to marketing plans, target customer segmentation, categorising customer groups with distinct needs and preferences, tailoring marketing efforts to each segment, and managing the entire product lifecycle, from initiation to launch, including product positioning, pricing structures, distribution networks and promotional strategies.

**Supply Chain Management (NQF 5, 14 credits)**

This module offers an in-depth exploration of contemporary supply chain operations and logistics, primarily emphasising delivering a holistic understanding of this intricate domain. The module's core objective is to dissect the multifaceted supply chain, delving into supply chain strategy, procurement, inventory management, warehouse operations, logistics and transportation. Further, the module investigates the pivotal role of technology in planning, managing, and enhancing supply chain processes, ensuring students gain insights into the innovative tools and systems driving supply chains.

**Project Management (NQF 5, 12 credits)**

This module creates a fundamental understanding of project management principles and practices. The module explores key project management concepts, including project planning, scheduling, budgeting, risk management, and team leadership. The module guides students through the entire project lifecycle, fostering the development of essential project management skills. By the end of this module, students will have the knowledge and tools necessary to initiate, plan, execute, monitor, and complete projects.