

MASTER OF COMMERCE IN BUSINESS MANAGEMENT (MCOM: Business Management)

INFORMATION BROCHURE 2018

Introduction	1
Purpose of the MCom programme	2
Admission requirements	2
Composition of the programme	2
Course presentation and assessment	4
Course duration	4
Pass requirements	4
Language medium and computer literacy ..	4
Commencement of classes	4
Course fees	4
Compulsory two day orientation	5
Application requirements	5
Opportunities for further studies	6
Post graduate centre	6
What do our alumni say?	6
ADDENDUM A	7

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1. INTRODUCTION

In contributing to UJ's vision to evolve into "an international University of choice, anchored in Africa, dynamically shaping the future", the Faculty of Management strategizes towards balance in the managerial and leadership qualities demanded by emerging economies. Thus we envision the "development of sought-after organisational leaders creating legacies" with day-to-day activities aimed at "developing future-fit leadership".

The Faculty of Management has themed these complexities into five strategic priorities supporting the 2015 performance architecture. In focusing our efforts we will:

- integrate our focus on people development and performance emphasising the role that the Faculty of Management professoriate plays in promoting intellectual leadership; take quantum leaps in redesigning and implementing much improved, but fewer programmes emphasising holistic business education;
- deepen the impact of our research in both the academic and trade press;
- strengthen our ability to compete in the global market; and

- strengthen our presence within organisations and among talented school leavers.

In support of the strategy of the Faculty of Management, management and leadership development has the greatest impact when learning can be translated into action and business results. The MCom Business Management degree is based on this philosophy. Learning in this degree is strongly career directed and is, therefore, founded on theory, but practically oriented. A broad-based orientation is followed so that candidates with potential are equipped for top management levels.

The MCom Business Management degree is known for its focus on competence, individual attention to students and unique, innovative learning opportunities.

The MCom Business Management degree is a Faculty wide degree and therefore offers students a choice of specialisation in 5 areas within the Faculty of Management, namely Marketing Management, Transport and Supply Chain Management, Business Management, Information and Knowledge Management and Applied Information Systems.

2. PURPOSE OF THE MCom IN BUSINESS MANAGEMENT

The purpose of the MCom Business Management degree is to augment functional training (e.g. training in auditing, engineering, economics, industrial psychology, transport economy) with the knowledge, insight and application that managers need in their management functions in a changing world of work. The degree is aimed at equipping managers for the transition from functional responsibility to that of strategic responsibility.

3. ADMISSION REQUIREMENTS

Students who apply for the MCom must adhere to all the following admission requirements.

- A potential student should be in possession of a BCom Honours qualification or a relevant equivalent four year qualification with Honours status (excluding BTech) on a competency level of NQF 8.
- A potential student should have a 65% average for the Honours or relevant four year degree, on NQF level 8. Individual specialist areas may have different requirements.
- A potential student should have at least 2 years industry experience.
- Students must have an adequate English language proficiency (a literacy test must be passed)

4. COMPOSITION OF THE DEGREE

4.1 Modules

The MCom Business Management degree consists of a prescribed study degree of 11 modules, and a minor dissertation covering an approved topic in the specialisation area. The research component of the degree comprises 50% of the final mark, which is in line with the latest Higher Education Qualifications Sub-Framework (HEQSF) requirements. A short description of the modules is attached in ADDENDUM A.

The prescribed study degree is compiled from the following modules:

Year 1: Semester 1	Year 1: Semester 2	
Module	Module	
Contemporary Management	Research Methodology	
Management Accounting	Project Management	
Macro Economics	Organisational Behaviour	
Labour Relations	Choose ONE according to the specialisation area	
	Specialisation area	Module
	Applied Information Systems	IT Management for business competitiveness
	Business Management	Strategic Management
	Information and Knowledge Management	Strategic Information Management
	Marketing Management	Customer Management
	Supply Chain Management	Supply Chain strategy and design considerations

Year 2: Semester 1	
Module	
Choose ONE of the following sets of modules according to the specialisation area	
Specialisation area	Modules
Applied Information Management	IT portfolio and programme management IT governance IT systems development and maturity models
Business Management	International Perspectives Entrepreneurship Advanced Financial Management
Information and Knowledge Management	Advanced Knowledge Management Competitive Intelligence Web Management
Marketing Management	Advanced Marketing Research Contemporary Marketing A Contemporary Marketing B
Supply Chain Management	Strategic sourcing – a supply chain perspective Supply Chain operations management: a business process approach Supply chain process management and performance measurement
Minor dissertation – first registration	

Year 2: Semester
Minor dissertation – second registration

4.2 Minor dissertation

In addition to the modules, each student is required to write a minor dissertation on an approved topic. The topic is approved after the submission of a detailed research proposal during the module on Research Methodology. The minor dissertation should include empirical research. Candidates must pass the research methodology module before commencing with their minor dissertation. The minor dissertation must be in the field of the chosen specialisation area.

The MCom programme is constantly under review to ensure that it is aligned with international higher education trends and business needs. It was approved that the research component of the programme can be conducted **either** individually **or** as a multidisciplinary project team. This implies that 2 to 3 students do research in multiple disciplines, leading to their dissertations. The research projects are real business problems or challenges that need solutions.

5. COURSE PRESENTATION AND ASSESSMENT

The learning in each module is presented in study blocks once a month from Thursday to Saturday at a venue close to the University of Johannesburg Auckland Park campus. A blended learning approach is followed that includes formal lectures, experiential learning, individual and group discussions, guest lecturers and speakers and case studies.

Assessment methods are closely aligned with the learning outcomes. This means that a variety of different methods of assessment is used such as portfolios of evidence, closed and open-book assessments, meaningful class participation, syndicate assignments, individual assignments and examinations, all with a focus on the application of learning to the student's place of work.

6. COURSE DURATION

The MCom Business Management degree must be completed in a minimum of 2 or a maximum of 3 years. Course work is completed in 1½ years. Students can either complete the minor dissertation in year 2 or in the third year. Extensions of study after 3 years must be approved by the Executive Dean of the Faculty of Management.

7. PASS REQUIREMENTS

The required pass mark is 50%. The 50% rule applies to the minor dissertation as well. The contribution of the short dissertation to the final mark is 50% and that of all the other modules together is 50%. Candidates pass with distinction if they achieve a final aggregate mark of 75% and 60% all individual modules.

Students who fail three modules or more during the first year of study will not be allowed to continue with their studies.

8. LANGUAGE MEDIUM AND COMPUTER LITERACY

The medium of instruction is English.

Students must be computer literate and have access to e-mail and the Internet.

9. COMMENCEMENT OF CLASSES

Lectures commence in February. Class attendance is compulsory. No applications can be considered after the commencement of classes. If students are unable to attend a class they must deregister the module and complete it the following year.

10. COURSE FEES

Information regarding course fees for the MCom Business Management can be obtained from the MCom Academic Coordinator, at the end of September. A list of bursaries and scholarships is obtained from the UJ website:

11. COMPULSORY TWO DAY ORIENTATION

All first year students must attend a compulsory two day orientation, normally in the last week of January, just before the commencement of classes. More details with regards to the orientation will be communicated towards the end of the year.

12. APPLICATION PROCEDURE

Applications to the University can be submitted either online or by submission of a hard copy application. The applicant submitting an application online is exempted from paying an application fee and a hard copy application need to be accompanied by a proof of payment of the amount of R200.

All applications must be accompanied by **CERTIFIED** copies of:

- Degree certificate (BCom Honours or equivalent four-year university degree)
- Official academic record
- Certificate of conduct (obtained from the University where the BCom Honours or equivalent four year degree was completed)
- ID or Passport
- A recent abridged CV

International applications to the University of Johannesburg need to be accompanied by the certified copies of the following documents:

- Passport or National Identity Document
- Academic Transcript from the previous institution/s
- Degree certificate/s
- Evaluation certificate from SAQA or the equivalency can be done at the University through the UK-Naric system

SAQA Contact Details

South African Qualifications Authority (SAQA)
Centre for the Evaluation of Educational Qualifications (CEEQ)
Postnet Suite 248
Private Bag X06
Waterkloof, PRETORIA
SOUTH AFRICA, 0145
Tel. no.: +27 12 431-5070
Fax no.: +27 12 482-5147
For general enquiries: sagainfo@saga.org.za
www.saqa.org.za

The last day for the submission of international applications for the 2018 academic year is 30 September 2017 (preferably sooner). When your application has been successful you will receive communication with regards to the registration requirements for international students at the University of Johannesburg.

International students need to contact the International office of the University before applying. Their contact details are as follows:

Mr Tshepang Marumo
Tel: +27 11 559-2096
E-mail: tshepangm@uj.ac.za

Mrs Mampou Ngqumshe
Tel: +27 11 559-4517
E-mail: mampoum@uj.ac.za

Payments can be made into the UJ bank account:

ABSA Auckland Park
Account number: 3 2 4 0 1 4 1 0 1 8
State your ID number as reference number

13. OPPORTUNITIES FOR FURTHER STUDIES

It is possible for candidates who obtain acceptable marks and who wish to study further to apply for a DCom or PhD degree in an appropriate Management field of expertise.

14. POST GRADUATE CENTRE (PGC)

The PGC consists of three functional areas, namely: Funding Support, Information Services and Research Capacity Development.

Other services provided by the Postgraduate Centre:

- Workshops (e.g. Master's Dissertation, Research Writing, Academic Writing Skills);
- Training sessions (in collaboration with the Library and ADS);
- Postgraduate symposia;
- Social and networking functions;
- Working space for postgraduate students, supported by 20 computers and a quiet atmosphere;
- Seminars and conferences on higher education development.

For more information please contact:

Simon Sekoto at
Tel: +27 (0)11 559 2143
Email: ngsp@uj.ac.za

15. WHAT DO ALUMNI SAY?

Tracey Campbell - Manager: New Business Development, Standard Bank

"I hold fond memories of a study experience that I found personally enriching, and I would recommend the UJ MCom Business Management degree to all professionals seeking to expand their horizons".

Molefe Mphuthi - Manager: Money and Capital Market, Settlement Division, SA Reserve Bank

"The course demands total concentration, commitment and hard work. You are invited to discover for yourself the depth and scope of this degree".

ADDENDUM A:

OVERVIEW OF THE MCom CURRICULUM

1. GENERIC MODULES

CONTEMPORARY MANAGEMENT

This module focuses on the most contemporary and up-to-date account of the changing environment of management and management practices. The number and complexity of the strategic, organisational and human resource challenges facing managers and all employees has continued to increase throughout the 2000s. Management at all levels work towards meeting various challenges by implementing new and improved management techniques and practices.

MANAGEMENT ACCOUNTING

This module focuses on the development, evaluation and implementation of financial and management accounting in different types of organisations. Learners should develop intellectual competencies and practical skills in the range of decisions implicit in accounting information. Learners should further be able to reflect on their managerial decisions and applications to assess the effect thereof in the holistic context of organisations as practice.

MACRO ECONOMICS

The goal of this module is to develop the intellectual competence of learners in standards relating to the interpretation, understanding and critical evaluation of the macro economic environment in which business operates. It focuses on the theory and application of macroeconomics as well as on the implications for business.

RESEARCH METHODOLOGY

In this module students will understand the rationale for research and gain skills in undertaking field research. The module culminates in the submission of a scientifically correct, academically sound and practically implementable research proposal.

PROJECT MANAGEMENT

The purpose of this module is to provide the learner with a wide range of theoretical knowledge in the field of Project Management. This includes both the proven and traditional approaches to Project Management as well as the more innovative and novel practices that are becoming available. After completion of this course, the learner should understand and be able to utilise project management concepts when managing any project with regards to time, cost and quality according to accepted standards.

ORGANISATIONAL BEHAVIOUR

The purpose of this module is for you to develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of organisation behavioural principles. The focus is on the development of practical skills in applying the knowledge obtained towards improving the effectiveness of an organisation.

LABOUR RELATIONS

The purpose of this module is to provide candidates with insight into the labour relations systems and procedures found in South Africa. At the same time, they are equipped with knowledge and skills required in the management of labour relations in their work environment. They learn the content of procedural and substantive agreements as well as disciplinary, grievance and personnel retrenchment procedures, and how to make correct decisions based on relevant court rulings.

2. SPECIALISATION MODULES

Students choose to specialise in one of the five areas. In choosing a specialist area students complete four subjects in the specialist area.

2.1 BUSINESS MANAGEMENT SPECIALISATION AREA

STRATEGIC MANAGEMENT

The purpose of this module is to gain an in depth understanding of strategic management as a discipline, concepts of strategic importance in the discipline and the application of strategic management in the workplace.

INTERNATIONAL PERSPECTIVES

The focus in this module is on key concepts of global business; national differences in politics, law, economy and culture; ethical issues and norms to be considered when doing international business; global capabilities; trading across borders; investing abroad directly; dealing with foreign exchange; global and regional integration; alliances and acquisitions; competitive dynamics, structure and strategy and how to compete successfully in the international business environment and more specifically in Africa.

ENTREPRENEURSHIP

This module gives students the opportunity to develop competencies and practical skills in the acquisition, analysis and application of entrepreneurial management thinking and doing in all sectors of the economy. Student will reflect on the degree of entrepreneurial culture in their relevant departments and / or organisations and be able to assess the effect of their own entrepreneurial inputs on the holistic outcomes of the organisation's entrepreneurial future.

ADVANCED FINANCIAL MANAGEMENT

This module is designed to enable students to use financial statements to determine the economic value created by an organisation and to identify the management levers that create this value. The emphasis is on practically applying the theory to arrive at an economic or fair value. New theory together with applications will be introduced in the area of working capital management, capital budgeting, risk and return and equity valuation. The module focuses on the management of the levers that drive economic value, discounted cash flow, cost of capital and equity valuation.

2.2 MARKETING MANAGEMENT SPECIALISATION AREA

CUSTOMER MANAGEMENT

The purpose of the module is to provide students with the knowledge of sound customer management principles. This module will enable students to provide an overview of the evolution of customer management, help students understand the meaning of value to the customer, enable them to create and manage value and guide them in proposing a suitable customer management system.

ADVANCED MARKETING RESEARCH

The purpose of the module is to provide students with the knowledge to understand basic paradigms and approaches to marketing research and to enable them to identify advanced considerations in the marketing research process. This module will enable students to determine the most suitable research design for a particular marketing research project, enable them to design a suitable measurement instrument, select the most appropriate research method, analyse the results obtained and present the findings of the marketing research project.

CONTEMPORARY MARKETING A

The purpose of the module is to provide students with a sound understanding of new trends / developments in the field of marketing management that marketers face on a daily basis. This module will enable students to identify and discuss contemporary marketing management issues related to consumers, to realise the importance these issues play in our economy and to allow students to critically evaluate challenges faced and the future role of these contemporary marketing management issues. This module will teach students to critically evaluate published documentation and to formulate an own opinion, to be integrated into existing marketing strategies and decisions.

CONTEMPORARY MARKETING B

The purpose of the module is to provide students with a sound understanding of new trends / developments in the field of marketing management that marketers face on a daily basis. This module will enable students to identify and discuss contemporary marketing management issues from a holistic and philosophical perspective, to realise the importance these issues play in our economy and to allow students to critically evaluate challenges faced and the future role of these contemporary marketing management issues. This module will teach students to critically evaluate published documentation and to formulate an own opinion, to be integrated into existing marketing strategies and decisions.

2.3 SUPPLY CHAIN MANAGEMENT SPECIALISATION AREA

SUPPLY CHAIN STRATEGY AND DESIGN CONSIDERATIONS

The purpose of this module is to provide students with specialised competencies enabling them to critically analyse and explain the principles and importance of supply chain strategies and design considerations. This module will create an understanding of the way supply chain strategies and structures are developed and the impact thereof in the competitive position of an organisation. Students will be equipped to reflect on personal and / or group competencies by utilising acquired knowledge of supply chain strategy and design.

STRATEGIC SOURCING – A SUPPLY CHAIN PERSPECTIVE

The purpose of this module is to provide students with specialised competencies enabling them to critically analyse and explain the principles and role of strategic sourcing as a supply chain function. This module will create an understanding of the way strategic sourcing impacts on overall supply chain performance and current trends in strategic sourcing, sourcing techniques and enabling technologies will also be assessed. Students will be equipped to reflect on personal and / or group competencies and output within a supply chain management environment.

SUPPLY CHAIN OPERATIONS MANAGEMENT: A BUSINESS PROCESS APPROACH

The purpose of this module is to provide students with specialised competencies enabling them to critically analyse and explain the principles and importance of supply chain operations management. This module will enable students to analyse and improve supply chain processes. Students will be equipped to reflect on personal and / or group competencies and output within a supply chain environment.

SUPPLY CHAIN PROCESS MANAGEMENT AND PERFORMANCE MEASUREMENT

The purpose of this module is to provide students with specialised competencies enabling them to critically analyse and explain the principles and importance of supply chain process management and performance measurement as important components of supply chain management. This module will also equip students to reflect on personal and / or group competencies and output by utilising acquired knowledge of supply chain process management.

2.4 INFORMATION AND KNOWLEDGE MANAGEMENT SPECIALISATION AREA

STRATEGIC INFORMATION MANAGEMENT

Students will develop intellectual competencies and practical skills in the management of information as a strategic resource. Students will further be able to reflect on the creation of business value through using information on products, customers and services more effectively than their competitors in pursuing their strategies and building business capabilities. Students investigate the relationship between strategic information management principles and effective strategy execution in practice.

ADVANCED KNOWLEDGE MANAGEMENT

Upon the completion of this module a student shall possess theoretical academic knowledge of recent developments with regard to intellectual capital management as an aspect of knowledge management; and acquire the analytical skills necessary to contribute to the planning and implementation of an intellectual capital management initiative in the workplace. Students will further be able to reflect on the reasons why knowledge and intellectual capital should be regarded as strategic resources in the knowledge economy.

BUSINESS INTELLIGENCE

Upon the successful completion of this module a student shall possess theoretical academic knowledge of recent developments with regards to business intelligence in the

field of management; and acquire the knowledge and intellectual skills necessary to contribute to the field of business intelligence in the workplace.

WEB MANAGEMENT

Students engage in discussions and interactive learning opportunities to acquire an understanding and knowledge of internet infrastructures and web management. The first mentioned component, infrastructures, has a technology bias with specific emphasis on the hardware and software requirements and trends. This component aims to engage students in the use of internet infrastructures and to develop students thinking and intellectual skills in terms of realising, planning, development and the implementation of internet infrastructures. The second component, web management, is aimed at students gaining theoretical academic knowledge of the opportunities the worldwide web (www) has opened for organisations to explore new avenues of interacting and transacting available in an online environment. This includes a holistic approach to understanding and exploiting the potential of web technologies within the organisation's overall business strategy. Furthermore students are equipped with research skills through independent research, report writing and communicating research results

2.4 APPLIED INFORMATION SYSTEMS

INFORMATION TECHNOLOGY MANAGEMENT FOR BUSINESS COMPETITIVENESS

The purpose of this module is to enhance the learner's individual effectiveness, employability and / or business competitiveness in the use of IT. The module extends and advances the learner's IT and Business Knowledge capability and promote the learner's personal development and a range of interpersonal, intellectual and practical (functional) skills and knowledge in managerial issues surrounding the competitive use of IT in business.

IT PORTFOLIO AND PROGRAMME MANAGEMENT

The purpose of this module is to further develop students who can demonstrate focused knowledge on general principles and application in providing leadership for the effective and efficient management of IT portfolios and programmes that contribute towards achieving organisational objectives. The module focuses on creating a responsible and accountable culture that contributes towards good governance.

IT GOVERNANCE

The purpose of this module is to introduce the learner to the concept of IT Governance, and will include discussions about the following aspects:

- The relationships between Corporate Governance and IT Governance
- The importance of the alignment of Business Objectives and IT Objectives
- International Best Practices for IT Governance, including; COBIT 5; ISO 38500; KingTools for IT Governance, for e.g. the IT Balanced Scorecard

Students who complete this module successfully will be able to ensure that IT Governance is leveraged in the correct way in a company.

IT SYSTEMS DEVELOPMENT AND MATURITY MODELS

The module aims to enhance the learner's individual effectiveness in managing systems development by introducing a high-level overview of systems development through the

presentation of software and system life cycle models, process improvement and maturity models. The module extends and advances the learner's understanding of systems development process and promotes the learner's personal development in the knowledge systems development process activities. It provides the learner with a detailed understanding of the notions of process capability and process maturity and the general form of models such as the CMMI, 3PM models for process and organisation improvement as well as an understanding of the role IT architects in organisations.

Please find the Departmental Application form in ADDENDUM B

All applications must be accompanied by CERTIFIED copies of:

Degree certificate (honours or equivalent four-year university degree

Official academic record

Certificate of conduct (obtained from the University where the BCom Honour or equivalent four year degree was completed)

ID or Passport

A recent abridged CV