

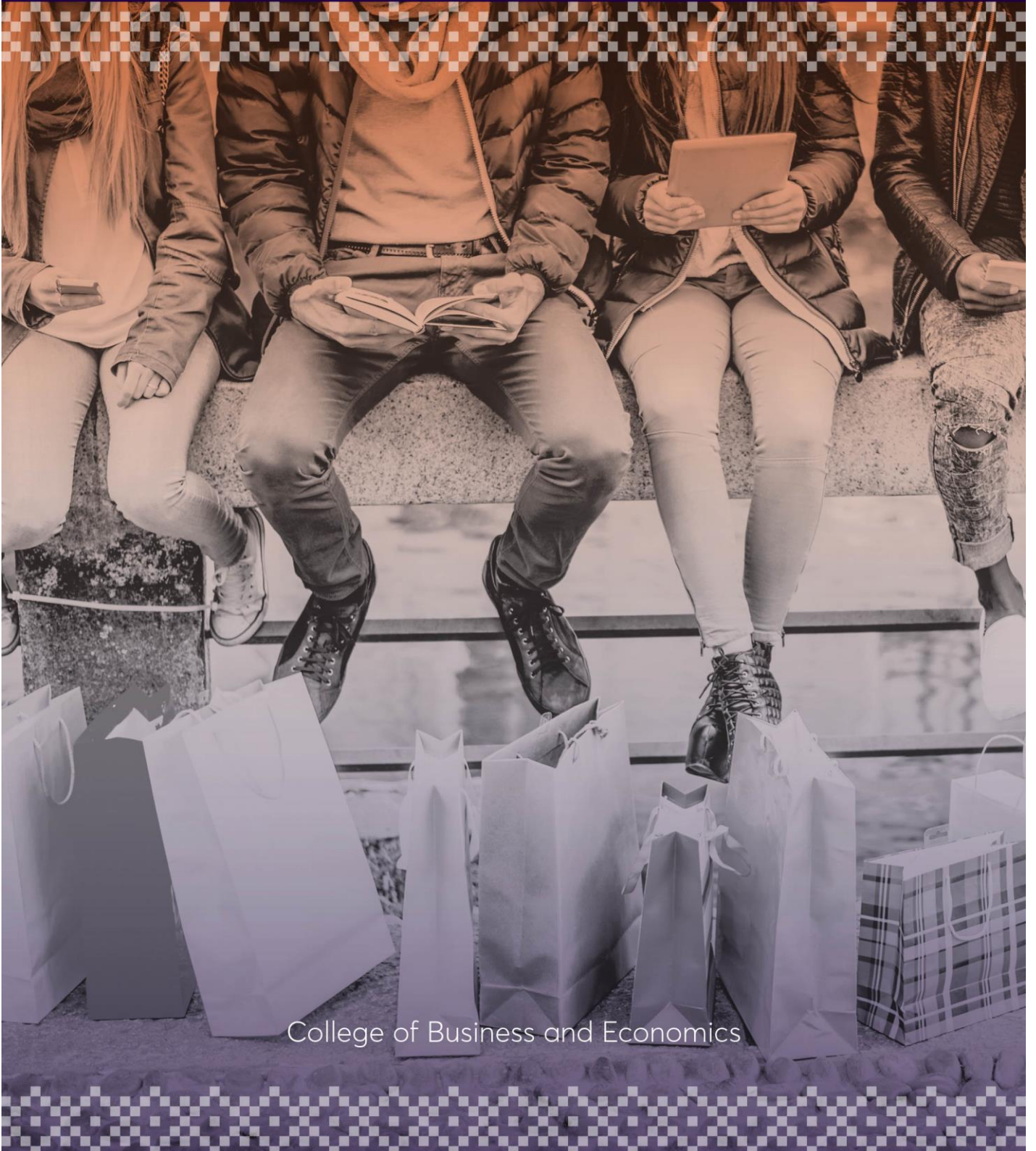


UNIVERSITY  
OF  
JOHANNESBURG

**Department of Marketing Management**  
School of Consumer Intelligence and  
Information Systems

**Undergraduate Studies**

**Diploma Retail Business Management**



College of Business and Economics



# DIPLOMA IN RETAIL BUSINESS MANAGEMENT

## 1. GENERAL

Thank you for your interest in the Retail Business Management diploma at the University of Johannesburg. This document will provide a detailed overview of the programme.

## 2. ENTRANCE REQUIREMENTS

Only applicants with an Admission Point Score (APS) of 22\* or higher with Mathematics OR 24\* or higher with Mathematical Literacy will be considered.

*\* Meeting the admission criteria does not guarantee acceptance into the course.*

### ***How do I calculate my APS to see if I qualify for the Diploma in Retail Business Management?***

You can use the table below. Allocate the relevant point matching your result obtained for each of your six best modules (EXCLUDING Life Orientation) and then simply tally all the points to obtain the total score, which represents your APS.

APS	NATIONAL SENIOR CERTIFICATE (NSC)
7	7 (80-89%)
6	6 (70-79%)
5	5 (60-69%)
4	4 (50-59%)
3	3 (40-49%)
2	2 (30-39%)
1	1 (0-29%)

**The APS is calculated on the six best Grade 12 subjects obtained, excluding Life Orientation.**

## 3. ABOUT THIS QUALIFICATION

The Diploma in Retail Business Management equips students with the important foundational knowledge of the workings of the Retail sector, as well as the latest trends and developments in Retail. The Retail sector is incredibly large and acts as an important contributor to the South African economy - providing employment to many South Africans. The sector is also very diverse, which means that a qualification in Retail can provide graduates with numerous different career opportunities and future growth prospects. To be successful in retailing, graduates need to demonstrate high energy levels, exceptional people skills and entrepreneurial qualities.

Upon completion of this qualification, students should be willing to start at store level and work towards management - this is essential in order to understand the overall functioning of the retail environment and business. Retailing often provides flexible working hours, however it may often demand extra time from those individuals who deal directly with customers (when working at store level). The modules offered in this Diploma cover a broad spectrum of disciplines applied within



the retail industry today and best prepares the graduate to enter into junior to middle management positions.

**How long does it take to complete the Diploma in Retail Business Management?**

3 Years.

**Can I study for the Diploma in Retail Business Management part time?**

Unfortunately not. This is a full-time qualification.

**What are the costs for the Diploma in Retail Business Management?**

The University of Johannesburg's *Student Finance* page contains all the information regarding the *UJ study fees* you can expect to pay, as well as *bursary opportunities* and details about the *National Student Financial Aid Scheme (NSFAS)*. You can access this page by clicking on [UJ Student finance here](#).

**Are you a top performer with very good matric final results?**

You may qualify to become a UJ Orange Carpet Candidate! The University's Orange Carpet Rewards Programme is about rewarding excellence and embracing accomplishment. You can qualify for some excellent rewards and different merit bursaries. Click here to find out more: [UJ Orange Carpet Rewards Programme](#)

**Career opportunities with the Diploma in Retail Business Management:**


The following is a list of only some of the different career opportunities with a Diploma in Retail Business Management that you can pursue:

- Buyers
- Store Managers
- Layout specialists
- Visual merchandisers
- Product category managers
- Sales managers
- Service retailing
- Advertising and sales promotion
- Customer experience leaders
- Director of customer analytics
- Retail software developers
- Start your own business

**What modules are offered on the Diploma in Retail Business Management?**

MODULES – UJ DIPLOMA IN RETAIL BUSINESS MANAGEMENT	
YEAR 1	
Applied Accountancy skills	
Business Management 1	
End-user computing	
English	
Retailing 1	
YEAR 2	
Business Management 2	





Consumer Behaviour
Personal Selling
Retailing 2
<b>YEAR 3</b>
Business Law
Business Management 3
Labour relations and Law
Logistics
Retailing 3

### ***How do I apply for the Diploma in Retail Business Management?***

All UJ applications are processed online. Once you are ready to apply for the Diploma in Retail Business Management you can access the application page here: [Apply to study at UJ](#)

### ***Further studies:***

Upon completion of the Diploma in Retail Business Management, students can apply for the [Advanced Diploma in Retailing](#). Students who successfully completed the Advanced Diploma in Retailing with promising grades may apply for the Department's flagship programme - the [BCom \(Hons\) in Marketing Management](#).

### ***Frequently asked questions about Retail and Retailing qualifications:***

Find answers to some frequently asked questions like *Why study retailing? What can you earn with a retail qualification? Is Retail the right career for me? What is the difference between a Diploma and a degrees?* at the following link: [FAQs – Why study retailing?](#)

## **4. CONTACT**

Please contact the Diploma in Retail Business Co-ordinator: Ms Semona Pillay. Email address: [semonap@uj.ac.za](mailto:semonap@uj.ac.za) or office telephone number: 011 559 1281 or

Contact Ms Sadie Buys (Departmental secretary) on 011 559 1414 / [sadieb@uj.ac.za](mailto:sadie@uj.ac.za)

