POSTGRADUATE DIPLOMA IN
BUSINESS MANAGEMENT

(CODE: E34BMQ) | NQF 8
APPLICATION PERIOD: 1 APRIL – 31 OCTOBER 2023

**COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT**

The Future
Reimagined

POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT

INTRODUCTION

The Postgraduate Diploma in Business Management (Code: E34BMQ) is an NQF 8 level postgraduate programme in commerce, offered by the Department of Business Management. The qualification aims to develop learners who aspire to improve their managerial capabilities for junior and middle management levels in organisations. This brochure provides information on the programme courses and the facilitation thereof, the admission procedure, the various opportunities for students and other relevant information.

PROGRAMME GOALS

The purpose of this qualification is to strengthen and deepen the learners' knowledge and to develop applied competence in understanding, analysing, interpreting current thinking, practice, and research methods in the area of Business Management. The qualification aims to prepare learners to meaningfully contribute to the organisation's management, innovation, and transformation.

WHO WOULD BENEFIT FROM THIS PROGRAMME?

Students in possession of an undergraduate qualification who are junior and middle managers and require exposure to certain managerial competencies in order to manage organisations more effectively and efficiently, thereby contributing broadly to a more prosperous society, could benefit from studying towards the Postgraduate Diploma in Business Management.

THE TUITION MODEL

The programme is presented over 12 months on a full-time basis. For students who opt to register on a part-time basis, the programme is presented over 24 months.

Part-Time

The part-time programme is presented over TWO years. Students have to enrol for 2 (2) semester (14 week) modules in the first semester and two (2) modules in the second semester.

Class attendance is compulsory. Classes (lectures) normally take place four times a week. This is just a guideline as venue availability determines the time table. The course starts in February and MUST be completed within two (2) years (four semesters).

THE LANGUAGE OF TUITION

Classes and the study material are presented in English. Therefore, class discussions and student participation will take place in English.

MODULES OFFERED

The programme consists of eight (8) compulsory modules and NO electives.

Full-Time

The part-time programme is presented over TWO years. Students have to enrol for 2 (2) semester (14 week) modules in the first semester and two (2) modules in the second semester.

Class attendance is compulsory. Classes (lectures) normally take place four times a week. This is just a guideline as venue availability determines the time table. The course starts in February and MUST be completed within two (2) years (four semesters).

The full-time modules are as follows:

First Semester	Second Semester
Strategic Management (STM8X17)	Contemporary Marketing (CMI8X02)
Strategic Innovation (STI8X01)	Supply Chain Management (SMA8X01)
Research Methodology (STM8X06)	Enterprise Risk Management (ERM8X02)
Organisational Renewal and Transformation (ORT8X01)	Research Project (RPR8X02)

Module alignment

The main focus of this qualification is to empower junior and middle managers with the knowledge and applied competence in understanding, analysing, interpreting current thinking, practice, and research methods in the area of Business Management. With this and the purpose of the programme in mind, the modules in the curriculum are supportive of each other. Individuals in their managerial capacity need to understand the importance of various managerial competencies that can be implemented to effectively and efficiently manage their respective organisations. The articulation is presented in the diagram below.

Diagram 1.

Module Articulation
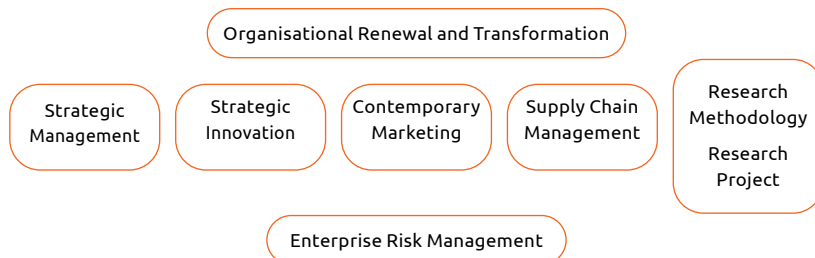
Module descriptions

Strategic Management (STM8X17)

The purpose of the module is to provide students with an in-depth view of strategic management and to prepare them for challenges in the South African business environment.

Students should develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of strategic management in all sectors of business. Students should be able to critique an organisation's strategy and strategic plan.

Strategic Innovation (STI8X01)

The purpose of the module is to provide the student with an in-depth understanding of strategic innovation and prepare them to create and revitalise the business idea and concept of the organisation within a rapidly changing business environment. Students should develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of strategic innovation in all sectors of business. Students should further be able to reflect on advanced strategic innovation decisions and applications to assess the effect thereof in a holistic organisational context.

Contemporary Marketing (CM18X0)

The purpose of this module is to provide the student with the knowledge and skills necessary to discuss the related contemporary marketing management issues, to realise the importance these issues play in our economy and to allow students to critically evaluate challenges faced and the future role of some of the contemporary marketing management issues addressed.

Enterprise Risk Management (ERM8X02)

The module is intended to develop the student's ability to use Enterprise Risk Management (ERM) as a business enabler tool. This module not only equips learners to identify enterprise risk management related issues, but also equip them with a methodology to do an ERM assessment, enable them to compile an ERM plan and to implement this plan.

Supply Chain Management (SMA8X02)

The module is intended to enable students to critically analyse and explain the principles and importance of supply chain management and to develop an understanding of how supply chain management impacts all areas of the business organisation and can improve competitive positions by employing supply chain practices.

Organisational Renewal and Transformation (ORT8X01)

To provide the student with knowledge and applied competence that will enable them to contribute to the development, renewal and transformation of organisations. The module highlights the need and process to design, renew, and transform organisations that lead and respond to ever-changing South African, African, and global imperatives.

Research Methodology (STM8X06)

The main purpose of this module is for students to understand the rationale for research and to gain skills in undertaking field research. This module is focused on the theory required to conduct scientific research. The module culminates in the submission of a scientifically correct and academically sound research proposal that is generated simultaneously with the research project.

Research Project (RPR8X02)

This module aims to develop students' intellectual competencies and practical skills in doing scientifically correct and academically sound research on a topic in the field of Business Management.

The module is intended to develop the student's ability to conduct empirical research and to report thereon in an academic, scientifically sound article.

ASSESSMENT PRACTICES

Students in this programme are continuously assessed through formal and informal formative- and final summative assessments. You are referred to the Academic Regulations (10.2) for assessment details.

Formative assessment consists of: theoretical and practical group assignments, poster presentations, class discussions based on additional reading and case studies, theoretical and practical individual assignments and class assessments, and formal module assessments.

For a semester module, three assessments (which includes a final assessment/ exam) must be done.

 A student must obtain a semester module mark of 40% to gain examination entry. The module mark is calculated according to each module's unique composition.

A sub-minimum mark of 40% must be achieved for the examination paper or examination equivalent assignment submission. A final mark is calculated as follows: the module mark counts 50% and the examination mark counts 50%. Students pass this module if they have a final mark of at least 50%. Students obtain the Postgraduate Diploma in Business Management if they pass all eight modules that comprise the qualification. Should a student fail one or two modules a supplementary opportunity is not given automatically. The Academic Regulations guides this process.

CLASS PARTICIPATION

Class attendance and active participation are very important because we learn from one another. Your opinions and thoughts on the assigned study material and on the reading of current news articles that focus on events in the study field are important. A constructive contribution may include observations and questions about the course material as well as current events and answers to questions raised by fellow students.

Examples from your personal and/or organisation's experience are appropriate forms of contributions. Expect to be called upon to partake in class discussions.

OPPORTUNITIES FOR INTERACTION

Initiated by Students

Students are encouraged to create opportunities to interact and learn, such as an Entrepreneurship/Innovators Club, Consulting Projects, Mentoring Projects, and Community Outreach Projects. The programme management supports and assists these initiatives.

Initiated by the Programme Management

Additional opportunities for interaction and learning are offered to students, including an orientation-day function at the beginning of the year, a year-end function and various guest speakers from the industry during the academic year.

Group Work (Cooperation)

Task group work is an important part of this course where students should be able to work together to complete assignments or tasks. You are also required to partake in the Faculty poster competition based on your Research Project. The Department of Business Management annually awards prizes to the best academic performers in the various programmes offered by the department, including the Postgraduate Diploma in Business Management programme.

FUTURE STUDIES

After completion of the Postgraduate Diploma in Business Management, an advanced study could be undertaken in one of the following: MCom Business Management or MBA. The Department of Business Management also provides the opportunity to obtain a doctoral (Business Management) degree, in which research is undertaken under the guidance of a study leader (supervisor).

ADMISSION REQUIREMENTS

A potential student should be in possession of an advanced diploma or a bachelor's degree in a Business Management related field at NQF7 with an average of 60% as stated in the College Rules and Regulations of the University of Johannesburg.

Please be advised that all applications are subjected to a screening process.

HOW TO APPLY

The application period is 1 April

– 31 October 2023. Successful candidates will be notified towards the end of November.

Applicants must apply with or at our Enrolment Centre before completing the Postgraduate Diploma in Business Management) Departmental application form. Please be advised that all applicants are subjected to a screening process.

At our Enrolment Centre we have TWO different methods of applying. You have the option to choose only ONE, please use the below URL and click on Application Process to make your selection.

URL www.uj.ac.za/EN/StudyatUJ/ (Student Enrolment Centre)

Please select ONE of the following TWO methods:
• Online Web Application – FREE
• Paper-based Application – R200.00

After you have completed your application (method ONE or TWO), please inform the Department of Business Management. Who will then email the compulsory departmental application form to you.

Contact person details as follow:
Mrs Ida Smit Office: D-Ring 518
Call: 011 559 3748
Email:idas@uj.ac.za

b. Please check your admission status
on the following URL:
https://student.uj.ac.za/status.aspx

FEES

The Department of Business Management
does NOT deal with fees and finances. For a
breakdown of the correct and updated fee
structure, please contact our Faculty
(A Ring APK)

College of Business and Economics
Call: 011 559 3875

OR

Miss Carmen Francis (Finance Department)
Call: 011 559 4531

NB: PLEASE NOTE THAT FEES MAY CHANGE
ACCORDING TO UNIVERSITY POLICIES.

HOW TO CONTACT US

For more information you can visit the
website of the Department of Business
Management (http://www.uj.ac.za/EN/
Faculties/management/departments/bm) or
contact:

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Call: 011 559 1956 (in South Africa)
0027 11 559 1956 (across South African
borders)

Visit: University of Johannesburg (UJ) Corner
of Kingsway & University Road
D-Ring 518 (yellow indicators)

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