

MARKETING & RETAIL



 **DUT**
DURBAN UNIVERSITY OF TECHNOLOGY
INYOWESI YASETHENGINI YEZIBURHWEHESHE

 **FACULTY OF
MANAGEMENT
SCIENCES**

20 HAND 24 BOOK

ENVISION2030

transparency • honesty • integrity • respect • accountability
fairness • professionalism • commitment • compassion • excellence

CREATIVE. DISTINCTIVE. IMPACTFUL.

HANDBOOK FOR 2024

FACULTY of MANAGEMENT SCIENCES

**DEPARTMENT of
MARKETING and RETAIL
MANAGEMENT**

DEPARTMENTAL MISSION

To create a platform to connect stakeholders in the Marketing and Retail Management environment through teaching, learning, applied research and engagement to add value to society.

DEPARTMENTAL VISION

To be a leading Marketing and Retail Management department globally.

What is a University of Technology?

A university of technology is characterised by being research informed rather than research driven where the focus is on strategic and applied research that can be translated into professional practice. Furthermore, research output is commercialized thus providing a source of income for the institution. Learning programmes, in which the emphasis on technological capability is as important as cognitive skills, are developed around graduate profiles as defined by industry and the professions.

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IMPORTANT NOTICE

The departmental rules in this handbook must be read in conjunction with the University of Technology's General Rules contained in the current General Handbook for Students.

NOTE TO ALL REGISTERED STUDENTS

Your registration is in accordance with all current rules of the Institution. If, for whatever reason, you do not register consecutively for every year/semester of your programme, your existing registration contract with the Institution will cease. Your reregistration anytime thereafter will be at the discretion of the Institution and, if permitted, will be in accordance with the rules applicable at that time.

I. CONTACT DETAILS

All departmental queries to:

Secretary:

Mrs S Abdul-Kader

Tel No:

031-373 5425

Fax No:

031-373 5480

Location of Department:

M L Sultan Campus, Block B, 7th Floor;
Room ABO 716B

All Faculty queries to:

Faculty officer:

Ms L Zwane

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031 373 6339

Location of Faculty office:

A-Block, 1st Floor, ML Sultan
Campus

Executive Dean:

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031-3735130

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Executive Dean's office:

A-Block, 1st Floor, ML Sultan
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Dr M E Lourens

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031-373 5130

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Location of

Deputy Dean's office:

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2. STAFFING

Head of Department: Professor JP Govender, B Paed (Com) (UDW); B Com (Hons) (UNISA); M Com, PhD (PUCHO)

Senior Lecturers: Dr K M Corbishley, B Com (UND); B Tech: Marketing (TN); M Tech: Marketing, D Phil (DUT)

Dr M Maharaj, B Com (UDW); B Com (Hons); HED (UNISA); M Com (PUCHO); D Com (UKZN)

Lecturers: Ms M Buthelezi, ND: Retail Business Management, B Tech: Retail Bus. Man, M Man Sc: Retailing (DUT)

Mrs ST Jembere, B Com (Hons) Marketing Management (MSU), M Com Business Management (UNIZUL)

Ms CM Matli, ND: Marketing, B Tech: Marketing (CUT), M Man Sc: Marketing (DUT)

Mr S Mkhize, B Com, PG Dip (Marketing), M Com (Marketing) (UKZN)

Mr DT Noel, B Tech Business Administration (TN); M Tech: Marketing (DUT)

Mr MA Pillay, B Tech: Business Administration (TN); M Tech: Marketing (DUT)

Ms T Reddy, ND (DUT), B Tech, M Man Sc:
Marketing (DUT)

Mr E Xaba, ND: Marketing (MUT); B Tech: Marketing
(DUT); M Tech: Marketing (TUT)

Dr N P Zungu, ND: Marketing, B Tech: Marketing, M
Tech: Marketing, D Phil M Sc.: Marketing (DUT)

3. PROGRAMMES OFFERED BY THE DEPARTMENT

Programmes are offered in this Department which, upon successful completion, lead to the award of the following qualifications:

Qualification	SAQA NLRD
Diploma in Management Sciences (Marketing)	94830
Diploma in Management Sciences (Retail Management)	94830
Advanced Diploma in Management Sciences (Marketing)	111427
Advanced Diploma in Management Sciences (Retail Management)	111427
Postgraduate Diploma in Management Sciences (Marketing)	104537
Postgraduate Diploma in Management Sciences (Retail Management)	104537
Master of Management Sciences (Marketing)	96838
Master of Management Sciences (Retail Management)	96838
D. Phil in Management Sciences (Marketing)	96817
D. Phil in Management Sciences (Retail Management)	96817

4. PROGRAMME INFORMATION AND RULES

4.1 DIPLOMA IN MANAGEMENT SCIENCES (MARKETING) AND (RETAIL MANAGEMENT)

See General Rules G21B

See General Rules G7

1. Admission Requirements
2. Entry Requirements

Applicants wishing to enrol for the Diploma: Management Sciences at the Durban University of Technology are required to have the National Senior Certificate (NSC) NQF4 equivalent qualification, with a minimum of 24 points excluding Life Orientation.

Explanation of Points scale:

Symbol	Senior Certificate	
	Higher Grade	Standard Grade
A	8	6
B	7	5
C	6	4
D	5	3
E	4	2
F	3	1

%	NSC Level	Points
90-100%	7	8
80-89%	7	7
70-79%	6	6
60-69%	5	5
50-59%	4	4
40-49%	3	3
30-39%	2	2
20-29%	1	1

The following admission rating system will be used in selecting students:

DEPARTMENTAL NSC REQUIREMENTS		DEPARTMENTAL SENIOR CERTIFICATE REQUIREMENTS		
NSC Diploma Entry A minimum of 24 points excluding Life Orientation will be considered.		A Senior Certificate or equivalent. Applicants with 24 or more points will be considered.		
Compulsory Subjects	NSC Rating Code	Compulsory Subjects	HG	SG
English (home) OR English (1st additional)	3 4	English	E	D
Maths OR	3	Maths	E	D
Maths Literacy	4			
And two 20 credit subjects (not more than 1 language)	3			

If the number of applications exceeds the number of places available, the department reserves the right to apply a ranking system to select students.

OR

A National Certificate (Vocational) Level 4 issued by the Council for General and Further Education and Training with a) at least 50% in three fundamental subjects, including English; and b) at least 60% in three compulsory vocational subjects

OR

Admission Requirement based upon Work Experience, Age and Maturity

A person may, subject to such requirement as the Senate may determine, be admitted if such a person is in possession of a National Senior Certificate, Senior Certificate or an equivalent certificate, but lacks not more than one requirement for admission provided that:

- (a) the person shall have reached the age of 23 in the first year of registration and shall have at least:
 - three years' appropriate work experience; and/or
 - capacity for the proposed instructional programme, which shall be tested at the discretion of the respective Head of Department; and
- (b) the relevant Faculty Board shall be satisfied that the applicant has sufficient academic ability to ensure success, and that the person's standard of communication skills, and/or work experience are such that the person, in

the opinion of the relevant Faculty Board, should be able to complete the proposed instructional programme successfully. If required, the communication skills and study skills shall be tested and;

- (c) the person's application for admission in terms of Rule G7 (3) is approved prior to registration.

Selection criteria for this programme:

Applicants must meet the minimum requirements mentioned above. NSC and NCV applications received via the Central Applications Office (CAO) will be scored and ranked from highest to lowest points. Based on these rankings, those learners with the highest points will be offered a firm place; the learners who have applied with their grade II results may be offered a conditional place subject to them meeting the requirements mentioned above. Preference will be given to learners from designated groups.

4.2 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES

Minimum Admission Requirements

Diploma in Management Sciences, specialising in Marketing or Retail, or a cognate 360 credit NQF level 6 qualification.

Programme Structure

The programme allows students to specialise in **one of two** areas in the Department of Marketing and Retail Management, namely:

- Marketing
- Retail

Apart from the three (3) core modules, namely, “Project Management”, “Organisational Behaviour”, and “Research Methodology”, the three (3) elective modules chosen by a student will depend on the area of specialisation pursued, as reflected in 6.4.

Duration of Programme

One year full-time

Promotion to a Higher Level/ Progression rules

Not applicable

Exclusion Rules

DUT General Rules will apply

Assessment rules

Some of the modules in the programme will be continuously assessed and the other modules in the programme will include a final examination. Information on the weightings allocated to each assessment, the nature of each assessment, as well as the calculation of the final mark for each module will be included in the respective Study Guides.

4.3 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES

Minimum Admission Requirements

Advanced Diploma in Management Sciences, specialising in Marketing or Retail, or a cognate NQF level 7 qualification.

Programme Structure

The programme allows students to specialise in **one of two areas** in the Department of Marketing and Retail Management, namely:

- Marketing
- Retail

Apart from the three (3) core modules, namely, “Business Research Proposal”, “Business Research Report” and “Applied Strategic Management”, the three (3) elective modules chosen by a student will depend on the area of specialisation pursued, as reflected in 6.4.

Duration of Programme

One year full-time

Promotion to a Higher Level/ Progression rules

Not applicable

Exclusion Rules

DUT General Rules will apply

Assessment rules

Some of the modules in the programme will be continuously assessed and the other modules in the programme will include a final examination. Information on the weightings allocated to each assessment, the nature of each assessment, as well as the calculation of the final mark for each module will be included in the respective Study Guides.

5. REGISTRATION

All courses offered are semester-based and registration takes place during January. See General Rules G3, G4, G5, G6 and G7.

The last date for acceptance of late enrolments or transfers from other departments will be four weeks from the commencement of lectures.

5.1 WORK DONE DURING THE YEAR

- I. Year marks/course marks shall be determined in accordance with the requirements as indicated in the student guides. For details of

assessment refer to the student guide pertaining to each module. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.

2. Notwithstanding Rule G12 a year/semester mark obtained for any module is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that module if granted to the student in terms of Rule G13.
3. If a student is absent from a test / formal assessment a medical certificate must be provided within seven working days from the date that the assessment was conducted. The department reserves the right to verify any medical certificate.
4. All students that were absent for a formal assessment and have submitted a medical certificate to the Department, will be permitted to write a make-up test. A make-up test replaces a single test that has been missed in the course of the year, and may not be used to replace an assignment mark. If the student is absent for the make-up test, a zero will be allocated.
5. Students must verify course marks before the final examinations are written. A 40% course mark/DP is needed to gain entry into the exam, for examination-based modules.

5.2 STUDENT CONDUCT

See General Handbook Rules SRI to SR12

6. PROGRAMME STRUCTURE

6.1 DIPLOMA IN MANAGEMENT SCIENCES

6.1.1 DIPLOMA IN MANAGEMENT SCIENCES (Specialisation in Marketing)

Modules	*C/O	Semester	NQF level	Pre-Req
Year One				
Cornerstone 101	C	1	5	
Environmental Sustainability	C	1	5	
Introduction to Business	C	1	5	
Law for life	C	2	5	
Quantitative Approaches to Management	C	1	5	
Academic Literacy	C	2	5	
Business Communication & Info	C	2	5	
Financial Literacy	C	2	5	
Introduction to Business Law	C	1	5	
Time & Stress Management	C	2	5	
Year Two				
Buyer Behaviour	C	1	6	
Introduction to Technology	C	1	6	
Marketing fundamentals	C	1	5	
Theory & practice of selling	C	1	6	
Marketing Communications A	C	2	6	Marketing fundamentals
Marketing Environment	C	2	6	
Marketing Metrics	C	2	6	Quantitative Approaches to Management
Market Segmentation	C	2	6	Marketing fundamentals
Year Three				
Product management	C	1	6	Marketing fundamentals

Pricing	C	1	6	Marketing fundamentals
Finance for Managers	C	1	6	Quantitative Approaches to Management
Value Chain management	C	1	6	Marketing fundamentals
Brand management	C	2	6	Marketing fundamentals
Marketing Communications B	C	2	6	Marketing Communications A
Marketing Planning	C	2	6	Marketing fundamentals
Work Preparedness		2	6	

6.1.2 DIPLOMA IN MANAGEMENT SCIENCES (Specialisation in Retail Management)

Modules	*C/O	Semester	NQF level	Pre-Req
Year One				
Cornerstone 101	C	1	5	
Environmental Sustainability	C	1	5	
Introduction to Business	C	1	5	
Law for life	C	2	5	
Quantitative Approaches to Management Sciences	C	1	5	
Academic Literacy	C	2	5	
Business Communication & Info Literacy	C	2	5	
Financial Literacy	C	2	5	
Introduction to Business Law	C	1	5	
Time & Stress Management	C	2	5	

Year Two				
Introduction to Technology	C	1	6	
Retailing Fundamentals	C	1	6	
Retail Operations Management I	C	1	6	
Retail Operations Management 2A (People Management)	C	1	5	
Finance for Managers	C	2	6	Quantitative Approaches to Management Sciences
Retail Marketing	C	2	6	Retailing Fundamentals
Retail Operations Management 2B	C	2	6	Retail Operations Management I
Theory & practice of selling	C	2	6	

Year Three				
Employee Relations	C	1	6	Marketing fundamentals
Logistics	C	1	6	Quantitative Approaches to Management Sciences
Retail Merchandise Management	C	1	6	Retail Marketing
Retail Operations Management 3A	C	1	6	Retail Operations Management 2A & 2B
Applied Retailing	C	2	6	Retail fundamentals
Retail Buying	C	2	6	Retail Marketing
Retail Operations Management 3B	C	2	6	Retail Operations Management 2A & 2B
Work Preparedness		2	6	

6.1.3 Progression rules including pass requirements

The final pass mark for all modules is 50%. In order to register for the next higher level, the student must pass all prerequisite modules for that level as specified in the table above.

See General Rule G14, G15, G16 and G21B.

(a) Specialisation in Marketing

A first-year student who fails five (5) or more modules will not be permitted to re-register for the program. Students have the right to appeal this decision via the Students Appeals Committee (SAAC). The following pre-requisites apply:

Module	Pre-requisite
Theory & Practice of Selling	
Marketing Fundamentals	
Buyer Behaviour	
Marketing Environment	
Market Segmentation	Marketing Fundamentals
Marketing Communications	Marketing Fundamentals
Product Management	Marketing Fundamentals
Pricing	Marketing Fundamentals
Value Chain Management	Marketing Fundamentals
Brand Management	Marketing Fundamentals
Marketing Planning	Marketing Fundamentals
Marketing Metrics	Quantitative Approaches to Management Science
Finance for Managers	Quantitative Approaches to Management Science
Marketing Communications B	Marketing Communications A

(b) Specialisation in Retail Management

A first-year student who fails five (5) or more modules will not be permitted to re-register for the program. Students have the right to appeal this decision via the Students Appeals Committee (SAAC).

The following pre-requisites apply:

Modules	Pre-requisite
Retailing Fundamentals	
Retail Operations Management I	
Theory & Practice of Selling	
Logistics	
Retail Operations Management 2B	Retail Operations Management I
Retail Marketing	Retailing Fundamentals
Retail Operations Management 3A	Retail Operations Management 2A & 2B
Retail Operations Management 3B	Retail Operations Management 2A & 2B
Retail Merchandise Management	Retail Marketing
Retail Buying	Retail Marketing
Finance for Managers	Quantitative Approaches to Management Science
Applied Retailing	Retail Marketing

6.2 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES

Name of module	Study Level	NQF Level	Module Credits
I. SPECIALISING IN MARKETING			
Project Management	1	7	20
Organisational Behaviour	1	7	20
Research Methodology	1	7	20
Applied Marketing Research	1	7	20
Manage the Strategic Marketing Process	1	7	20
Marketing & Retail Financial Management	1	7	20
Total credits			120
2. SPECIALISING IN RETAIL			
Project Management	1	7	20
Organisational Behaviour	1	7	20
Research Methodology	1	7	20
Retail Supply Chains	1	7	20
Advanced Strategic Retailing	1	7	20
Marketing & Retail Financial Management	1	7	20
Total credits			120

6.3 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES

Name of module	Study Level	NQF Level	Module Credits
I. SPECIALISING IN MARKETING			
Contemporary Issues in Marketing	1	8	20

Strategic Marketing Management	1	8	20
Strategic Brand Management	1	8	20
Business Research Proposal	1	8	20
Business Research Report	1	8	20
Applied Strategic Management	1	8	20
Total credits			120
2. SPECIALISING IN RETAIL			
Contemporary Retailing	1	8	20
Retail Supply Chain Management	1	8	20
Strategic Shopping Centre Management	1	8	20
Business Research Proposal	1	8	20
Business Research Report	1	8	20
Applied Strategic Management	1	8	20
Total credits			120

7. Exclusion rules

Notwithstanding DUT General Rules relating to unsatisfactory students (G17, G21, G22 and G23), any student who does not pass a minimum of 40% of the modules for which they were registered in a year will be prevented from re-registering for the qualification. Students will have the right to appeal against their exclusion.

Students who have been excluded from any other programme and who are wanting to register for programmes offered in this department will be considered on an individual basis.

8. Work done during the year

1. Marks will be determined in accordance with the rules for each module.
2. Failure to meet these requirements will disqualify a student from writing the final examination in the modules concerned.

3. Notwithstanding Rule G12 a year/semester mark obtained for any module is valid only for the main examination in the year/semester in which a student is registered plus the supplementary examination in that module if granted to the student in terms of Rule G13.

9. OTHER QUALIFACTIONS

MASTERS OF MANAGEMENT SCIENCES (MARKETING) & (RETAIL MANAGEMENT) – NQF LEVEL 9

The Master's degree provides the student to explore research opportunities in a specialised area of marketing.

In addition to General Rules G24, the following rules also apply to the Masters of Management Sciences (Marketing) & (Retail Management):

Entrance requirement for Masters of Management Sciences (Marketing)/(Retail Management) is the PG Dip in Marketing/Retail Management or equivalent. Preference will be given to applicants with an average score of 60% or higher in the PG Dip programme or equivalent.

DOCTOR OF PHILOSOPHY IN MANAGEMENT SCIENCESB (MARKETING) & (RETAIL MANAGEMENT) – NQF LEVEL 10

General rule G25 refers. For further information, please contact the Head of Department. Students must have completed An NQF level 9 Master's degree in Marketing/Retail Management to do the Doctorate Degree in Marketing/Retail Management.

10. MODULE CONTENT

10.1 DIPLOMA IN MANAGEMENT SCIENCES (MARKETING & RETAIL MANAGEMENT)

ACADEMIC LITERACY AND WRITING SKILLS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

Each week the teaching and learning will incorporate the three strategies outlined below collaboratively.

Strategy 1: Reading

Students will be given guided reading tasks in order to encourage them to complete a full reading of the text. Focus will be drawn to each of the following approaches to reading:

- Reading a text for its educational value
- Reading for pleasure
- Reading selected passages of a text for analysis
- The differentiation between reading novels, business correspondence newspapers and social media
- The identification of different registers, dialects, and jargon within a text
- The emergence of blending, code-switching and the incorporation of indigenous languages

Strategy 2: Critical-thinking and Discussion

Students will be provided with group discussion topics which will be related to the text that they have read. The objective will be to draw parallels between students' own life stories and experiences, and the pertinent issues which emerge from the text. Focus will be drawn to the following areas of social discourse:

- Preparation for life in the adult world of work and responsibility
- Gender relations
- Personal ethical frameworks
- Cultural literacies: reconfiguring inter-cultural communication into transculturation and engaging with global cultural trends through South African modes of representation

Strategy 3: Writing

Students will be guided to build upon the platform laid by the reading and critical-thinking/discussion sections of the module. The objective will be to develop writing skills at the sentence and paragraph construction levels using the following methodologies:

- Examining how sentences and paragraphs have been constructed by the writer of the text in selected passages
- Revision of the basic properties of sentences and paragraphs
- Writing practice (beyond the shadow of plagiarism)
- Laying the foundations of academic research through research report writing.
- Proofreading and editing of writing
- Summary writing

APPLIED RETAILING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

- Retail software systems
- Contemporary retailing issues
- Integration of retail concepts through the use of case studies
- Application of Retail Strategy

BRAND MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

- Brands and brand equity defined
- Brand equity models
- Branding elements
- Secondary brand associations
- Measures of brand equity
- Brand valuation
- Branding decisions, portfolios and extensions

- Brand positioning
- Points of parity and points of difference
- Brand mantras
- Differentiation strategies

BUSINESS COMMUNICATION & INFORMATION LITERACY

3. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

4. Content

The module consists of the following sections:

- Overview of Communication in the South African context
- Begin to reflect on group roles, functions and behaviour
- Purpose, audience, context, conventions and types of business letters
- Guidelines for Writing emails
- Meetings: Types, jargon, office bearer roles
- Meetings procedure
- Meetings Documentation: Practise writing Notice, Agenda, Minutes
- Report Writing: Asking questions in surveys and interviews at a basic level
- Interpreting findings, and writing conclusions and recommendations
- Work with topics: analyse, identify keywords and alternative terms. Combine key words to use in a search strategy
- Work at computers learning how to access and search in electronic sources of information.
- Conduct a search for relevant information on an analysed topic using a variety of different resources.
- Search in Reference works such as encyclopedias and dictionaries both in print and online.
- Search Library Online Public Access Catalogue.
- Search using a Discovery tool such as Summon. Search using a search engine such Google.
- Search in a relevant Library database.
- Evaluate the results of the searches according to specific criteria: relevance, currency, authenticity, bias and decide which information is to be used
- Answer questions about information found, or, give a presentation on information found or write a report on information found

- Create references using a system such as the Harvard Referencing System for all sources of information that have been chosen for use
- Write a paragraph of text demonstrating understanding of acknowledging sources as you write (in-text references)

BUYER BEHAVIOUR

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module content includes the following sections:

- Influences on consumer behaviour
- Psychological processes
- Buying decision process
- Behavioural decision theory
- Business versus consumer market behaviour
- Business buying decision process

CORNERSTONE 101

3. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
4. **Content**

The module consists of the following sections:

The module will start with the analysis of a current issues (one critical event or development will be and analysed; the event in focus will be selected on the basis of its connections to the theme of journeys and its relevance to the issues of ethics, diversity and critical citizenry). The topics will include such topics as the following, not necessarily in this sequence:

- Out journeys: moving into higher education
- Journeys from self to community (including forms of community engagement and service) • Journeys of migration, discovery and coercion (including movement of labour)

EMPLOYEE RELATIONS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Demonstrate an understanding of the primary labour legislation
- Identify the Acts that need to be consulted in particular situations
- Describe the rationale for and role of employee relations in the SA context
- Adherence to legislative requirements when managing core employee relations with reference to the employer, employee, government and trade union / associations
- Contribute to the monitoring of health and safety in the workplace and employee wellness

ENVIRONMENTAL SUSTAINABILITY

1. (a) **Duration:** 12 weeks
(b) **Evaluation:**
2. **Content**

The module consists of the following sections:

Ecological studies

- Ecosystems
- Biodiversity
- Conservation
- Hydrological cycle

Climatology

- Global warming and climate change
- Effects on biodiversity
- Strategies to curb facilitated climate change

Environmental health

- What is environmental health?
- Pollution
- Environmental risk and society
- Sustainable development

Environmental sociology

- Traditional environmental knowledge
- Poverty, abuse and crime
- Resource management
- Poverty, abuse and crime

FINANCE FOR MANAGERS

1. (a) **Duration:** 12 weeks

(b) **Evaluation:**

2. **Content**

The module consists of the following sections:

- Basic Accounting
- Cash Management including cash budget
- Credit Transactions including Recon & Credit Management
- Basic AFS with Adjustments (explanation of journals and Process) including Ratios
(basic ratios interpretation - liquidity, profitability, solvency and structure)
- Cost Classification, Materials and Labour
- Job Costing
- Cost Volume Profit Analysis

FINANCIAL LITERACY

1. (a) **Duration:** 12 weeks

(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

- Savings and budgeting
- Debt Reduction and Asset Building (bank statement and bank recon) (interest rate, compound and simple)
- Building a good credit rating
- Consumer Protection (link with law)
- Wages and taxation (basic categories, direct and indirect, vat, individual tax)
- Investment Planning
- Retirement (Building a pension fund / provident fund)

INTRODUCTION TO BUSINESS

1. (a) **Duration:** 12 weeks

(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

Business Environment

- The nature of the business environment?
- External, market and internal environments and their inter-relationship.

- Environmental analysis

Business Management

- The nature of business management.
- Management concepts: Planning, organising, leading and controlling.
- Decision-making process
- Careers in Business Management

Marketing Management

- What is Marketing Management?
- The 4P's (Product, Price, Promotion and Place)
- Careers in Marketing Management Retail

Management

- What is Retail Management?
- Functions of Retailing
- Retail mix
- Role of retail in the supply chain
- Careers in Retail Management

Human Resources Management

- What is Human Resources Management & Personnel Management?
- Careers in Human Resources Management Public

Relations Management

- What is Public Relations Management?
- Functions of Public Relations
- Careers in Public Relations Management

Operations Management

- What is Operations Management?
- Concepts of efficiency, factories, products, layouts and quality.
- Careers in Operations Management

INTRODUCTION TO BUSINESS LAW

1. (a) **Duration:** 12 weeks
(b) **Evaluation:**
2. **Content**

The module consists of the following sections:

- Basic framework of the South African legal system.
- General principles of the law of contract.
- The principles of consumer law in South Africa.

- Brief overview of the Basic Conditions of Employment Act 75 OF 1977.
- Brief overview of social security at work: Unemployment Insurance Act 63 of 2000, Compensation for Occupational Injuries and Diseases Act 130 of 1993.

Specialisation specific:

- Legislation relating to packaging in South Africa.
- Intellectual property law.
- The law relating to electronic payment systems.
- Dismissals and unfair labour practice. The Labour Relations Act 66 of 1995.
- Censorship
- Freedom of expression

INTRODUCTION TO TECHNOLOGY

3. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
4. **Content**

The module consists of the following sections:

- Overview of computer terminology
- Overview of the Ethics of Information Technology.
- Access to the internet, upload and downloading files
- Overview of Ms Word
- Overview of a presentation package such as PowerPoint.

LAW FOR LIFE

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

1. Life scenario: Motor vehicle accident:
 - Criminal law- purpose, procedure, parties, bail, sentences
 - Civil law-purpose, procedure, parties, outcomes
 - Law of insurance-purpose, concept of risk, the contract of insurance, the parties, the premium, the insurable interest and the doctrine of subrogation
 - Road Accident Fund- effect on the common law, purpose of the fund, application, forms

2. Life scenario: A man wishes to get married, he already has one wife. • Different types of marital regime in South Africa ○ civil unions ○ customary unions ○ same sex life partnerships
3. Life scenario: A man dies leaving three wives and eight children.
 - The law of testate and intestate succession.
 - The requirements for a valid will.
 - Drafting a valid will

LOGISTICS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Developing and implementing retail logistics strategies
- Nature and principles of stock management
- Stock performance Levels
- Principles of logistics and supply chain management
- Management of product movement and handling
- Customer accommodation
- Distribution Centers and Warehousing
- Risk Management

MARKETING FUNDAMENTALS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module content includes the following sections:

- Introduction to marketing
- The marketing environment
- Segmentation, targeting and positioning
- Product decisions
- Pricing decisions
- Marketing communications decisions
- Distribution decisions
- Integrated marketing

MARKETING COMMUNICATIONS A

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Advertising
- Media
- Sales promotion
- Public relations
- Direct and interactive marketing
- Word of mouth
- Social media

MARKETING COMMUNICATION B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of marketing communications
- Effective communications
- Target audience
- Communications objectives
- Communications channels
- Communications mix
- Communications budget
- Measuring communications effectiveness

MARKETING ENVIRONMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Macro environment
- Industry/sector environment
- Competitor Environment
- Product life cycle

- Product classes
- BCG matrix
- Five forces analysis
- Market structure

MARKETING PLANNING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Marketing plans
- Defining the business mission
- Situation analysis
- Competitive advantage
- Setting marketing objectives
- Target markets
- The marketing mix
- Implementation, evaluation and control

MARKETING METRICS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Classifying, measuring and collecting data
- Organising data
- Presenting data
- Defining populations and conducting sampling
- Analysing and presenting descriptive statistics

MARKET SEGMENTATION

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Market segmentation
- Characteristics of market segmentation

- The importance of market segmentation
- Criteria for market segmentation
- Bases for segmenting consumer markets
- Bases for segmenting business markets
- Steps in segmenting a market
- Target markets
- Strategies for selecting target markets
- One-to-One marketing
- Positioning
- Bases for positioning

PRICING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of pricing in marketing strategy
- Setting pricing objectives
- The nature of demand
- Costs and cost behaviour
- Pricing methods
- Selecting the base price
- Pricing adjustments: Geographic & volume
- Competitive responses and Life cycle pricing

PRODUCT MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Product characteristics and classifications
- Tangible versus intangible products
- Line length decisions
- Line width decisions
- Product mix strategies

- Product augmentation
- Product life cycle and PLC strategies
- New product development process

RETAIL BUYING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The role of the Buyer
- The buying function in the retail chain / retail business
- Selection and evaluation of suppliers (both global and local)
- Techniques for improving supplier relations
- Composition of BBEEE scores
- Purchasing policies and budgets
- Negotiating the purchase
- Importing of merchandise
- Principles of Price Setting

RETAILING FUNDAMENTALS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Principles of Retailing
- Retail Environment
- Customer Behaviour
- Customer Segmentation
- Retail Strategy
- Principles of market analysis
- Location
- Introduction to product mix and range

RETAIL MARKETING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

- Principles of Retail Marketing Management
- Market analysis
- Retail Environment and SWOT
- Strategies in Retail marketing
- Principles of pricing in a retail business
- Retail marketing communication principles and strategies
- Promotion and its effect on sales
- Principles of visual merchandising
- Principles of service marketing
- Ergonomics concepts, principles and standards
- Customer service principles and standards

RETAIL MERCHANDISE MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment

2. **Content**

The module consists of the following sections:

- Managing product mix and range
- Brands and branding
- Planning of merchandise assortment
- Determining model stock
- Stock levels and replenishment
- Sales Forecasting
- External factors and trends and their impact on the buying function
- Analysis of product performance
- Allocation of stock to stores
- Calculating Open to Buy
- Principles of Category Management

RETAIL OPERATIONS MANAGEMENT I

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- The principles of management in a retail business
 - The nature of management in a retail environment
 - The nature and components of planning in a retail business
 - The concept of organising in a retail business
 - The nature and elements of leading in a retail business
 - The nature of controlling in a retail business
- Leadership
- Concepts and principles of leadership
 - The role and function of leadership in management
 - Group behaviour in the organisation
 - The fundamentals of leadership and leadership styles

RETAIL OPERATIONS MANAGEMENT 2A (PEOPLE MANAGEMENT)

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Determine the various job analysis methods and the contribution thereof to workplace planning by means of using various models and job analysis methods
- Orientation, recruitment and selection processes and procedures and covered.
- Integrating the various labour legislation that impacts on the administrative role and function of HR in the workplace.
- Understanding the basic principles and processes of performance management
- Determine the various conflict management techniques and methods to resolve workplace conflict based on various factors such as personality types.

RETAIL OPERATIONS MANAGEMENT 2B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Concepts and principles of operations management
- Capacity and resource planning and control
- Methods and tools used in operations management

- Elements of daily, weekly and monthly operational activities in the retail environment
- Planning methods and techniques related to the operations function
- Principles of producing a product or service in a retail operation
 - The nature and purpose of products and services in a retail environment
 - The purpose of producing products and providing services in a retail environment
 - The process of providing products and services in a retail business
 - Measures to determine the productivity of the production and service process - Quality control systems.
- Principles of quality management
 - The need for quality in retail organisations
 - Concepts and principles of quality management in the retail environment
 - The roles of South African organisations for quality - Quality management tools and their function and purpose
 - Quality improvement.
- Methods used to ensure the quality of products and services in a retail business are established and maintained.

RETAIL OPERATIONS MANAGEMENT 3A

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

The principles of management in a retail business

Principles of tactical management

- The differences between strategic, tactical and operational
- The principles and characteristics of tactical management in a retail environment
- Specific activities required for a tactical approach in a retail environment
- Annual objectives
- Purpose and characteristics of policies, procedures and systems
- Annual scheduling
- Annual budgeting
- Monthly and annual control systems
- Managing the financial activities of a retail business

- Principles of building stakeholder relations
- Principles of risk management

RETAIL OPERATIONS MANAGEMENT 3B

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

The Retail Strategic Planning Process

- Macro-environmental factors
 - political factors
 - economic factors
 - socio-cultural factors
 - technological factors
 - legal factors
 - environmental factors
- Business Ethics
 - developing a code of conduct
 - fraud and corruption
- Corporate Social Responsibility
 - the business case for CSR
 - elements of CSR
 - case studies of CSR initiatives by South African retail organisations
- Innovation
- Entrepreneurship

THEORY & PRACTICE OF SELLING

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Selling in today's environment
- The interface between selling and marketing
- Ethics in personal selling
- Factors influencing the buying decision

- Selling in the communication process
- The sales process
- Prospecting, pre-approach, approach, presentation, objections and closing
- Planning of a sales call

TIME & STRESS MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**
 - Introduction to Stress and Stress Management
 - Building Stress Management Skills
 - Understanding Time Management
 - Overcoming Barriers to Effective Time Management
 - Purpose of Planning
 - Personal Goal Setting

VALUE CHAIN MANAGEMENT

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Marketing channels and value networks
- Channel design decisions
- Channel management decisions
- Vertical marketing systems
- Multi-channel marketing systems
- Conflict, cooperation and competition
- Types of channel members
- Marketing logistics

WORK PREPAREDNESS

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment
2. **Content**

The module consists of the following sections:

- Techniques for identifying personal strengths and weaknesses

- Career planning and goal setting
- Employment barriers and overcoming them
- Sources of career and job opportunity information
- Job search techniques
- Styles, types and applications of the CV (resume)
- The written CV
- Researching prospective employers
- Preparation for interviews
- Interviewing techniques
- Dress and hygiene practices
- Ethical behaviour and punctuality
- Realistic expectations

QUANTITATIVE APPROACHES TO MANAGEMENT SCIENCES

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Continuous Assessment, based on tests and/or assignments
2. **Content**

The module consists of the following sections:

- Basic Number Calculations
- Using a Calculator
- Working with Decimals
- Working with Fractions
- Factorisation
- Decimal Fractions
- Working with percentages
- Working with averages
- Ratio and Proportion
- Simple and Compound Interest
- Markups
- Profitability
- Discounts and Commissions
- Graphs and Charts
- Banking and Investing

10.2 ADVANCED DIPLOMA IN MANAGEMENT SCIENCES (MARKETING) AND (RETAIL)

PROJECT MANAGEMENT

1. (a) **Duration:** 12 weeks (b) **Evaluation:** Examination
2. **Theory:**
 - Introduction to Project management
 - The project lifecycle
 - Project management process
 - Project methodology
 - Project stakeholder management
 - Project time management
 - Project procurement management
 - Project resource management
 - Project cost management
 - Project quality management
 - Project Risk management

ORGANISATIONAL BEHAVIOUR

1. (a) **Duration:** 12 weeks
(b) **Evaluation:** Examination
2. **Theory**
 - Introduction to Organisational behavior
 - Managing demographic and cultural diversity in organisations
 - Individual differences and perception
 - Motivation theories
 - Managing groups and teams
 - Communication
 - Leadership
 - Conflict and negotiations
 - Organisational culture
 - Organisational change

RESEARCH METHODOLOGY

1. (a) **Duration:** 12 weeks

(b) Evaluation: Continuous Assessment

2. **Theory**

- identifying a real world problem and developing a problem statement
- choosing a topic
- ethics in research
- information search and plagiarism
- qualitative, quantitative and mixed methods research
- developing aim and objectives
- literature review
- Harvard referencing method
- questionnaire development
- writing up a proposal

APPLIED MARKETING RESEARCH

1. **(a) Duration:** 12 weeks

(b) Evaluation: Continuous assessment

2. **Theory**

- Choosing and formulating a marketing research topic.
- Formulating the problem statement, presenting the aim and objectives of the study and presenting a rationale for the study
- Conducting an extensive literature review
- Presenting a theoretical framework
- Research methodology, research design, target population, sampling, measurement, data analysis, validity, reliability and ethical considerations, and
- Compilation of an extended research project.

MANAGE THE STRATEGIC MARKETING PROCESS

1. **(a) Duration:** 12 weeks

(b) Evaluation: Continuous assessment

2. **Theory**

- Strategic Marketing management
- Marketing decision-making and case analysis
- Opportunity analysis
- Competitive advantage
- Marketing objectives

- Segmentation and target markets
- Product, price, communications and distribution strategies □ Implementation, evaluation and control

ADVANCED STRATEGIC RETAILING

1. **(a) Duration:** 12 weeks
(b) Evaluation: Continuous assessment
2. **Theory**
 - International Retailing and Marketing
 - Category Management
 - Understanding the customer
 - Strategizing for selected market segments
 - Analysing the environment, including the marketplace for selected retail types and current market trends
 - Retail Strategic Planning
 -

RETAIL SUPPLY CHAINS

1. **(a) Duration:** 12 weeks
(b) Evaluation: Continuous assessment
2. **Theory**
 - Supply Chain Management
 - Strategies within the supply chain
 - DC location and design
 - Managing stock – within the DC
 - Managing stock – the order fulfilment process
 - Global Supply chain design and development

MARKETING AND RETAIL FINANCIAL MANAGEMENT

1. **(a) Duration:** 12 weeks
(b) Evaluation: Examination
2. **Theory**
 - Business Financing
 - Working Capital
 - Costing techniques
 - Insurance

- Retail and Business financial formulas
- Taxation
- Annual audit
- Budgeting
- Analysis and interpretation of financial statements

10.3 POSTGRADUATE DIPLOMA IN MANAGEMENT SCIENCES (MARKETING) AND (RETAIL)

APPLIED STRATEGIC MANAGEMENT

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- The strategic management process
- Strategic direction and environmental analysis
- Industry and competitor analysis
- Corporate level strategy: horizontal integration; vertical integration; strategic outsourcing, and corporate diversification strategies
- Building competitive advantage through functional level strategy
- Building competitive advantage through business level strategy
- Competing in emerging economies
- Implementing strategy: core competencies, re-engineering, and organisational structure
- Corporate governance and business ethics considerations

BUSINESS RESEARCH PROPOSAL

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- Upon completion of the module the student should be able to:
- Develop a problem statement and rationale for a study
- Develop the aim and objectives for a study, or construct hypotheses
- Apply ethical principles in research
- Conduct a literature search and a literature review
- Develop a research proposal

BUSINESS RESEARCH REPORT

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- Identification of a real-world research problem
- Development of the aim and objectives of the study/hypotheses, and/or research questions
- Selection of an appropriate research methodology
- Demarcation of the target population and selection of a sample
- Preparation of a draft research questionnaire and/or an interview schedule
- Completion of DUT's Ethical Issues Checklist
- Preparation of letters of Information and Consent.
- Development of a research proposal

CONTEMPORARY ISSUES IN MARKETING

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- Marketing ethics
- Green marketing
- Consumerism
- Social media marketing
- Database marketing
- Cause-related marketing
- Loyalty marketing
- E-commerce
- Viral marketing
- Channel management and distribution

STRATEGIC BRAND MANAGEMENT

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- Branding strategies
- Consumer based brand equity
- Brand positioning strategy
- Building brand loyalty
- Brand elements to build brand equity
- Measuring brand equity
- Assessing Power brands
- Brand switching
- Design and implement branding strategies

STRATEGIC MARKETING MANAGEMENT

1. (a) Duration: 12 weeks

(b) Evaluation: Examination

2. Theory

- Formulation of marketing strategies
- Strategic environmental analysis
- Measurement of marketing strategies and processes
- Implementation and control of strategic marketing plans
- Applying management strategy to marketing decision making
- Customer and competitor analysis
- Designing and managing channels
- Product Portfolio Analysis
- Positioning and value creation