

Faculty of Commerce

Postgraduate Diplomas in Management



BUSINESS COMMUNICATION



ENTREPRENEURSHIP



MARKETING



SPORT MANAGEMENT



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

Why choose to study for a Postgraduate Diploma in Management?

Are you in the final semester of your undergraduate degree and are still not certain what to do next year? Perhaps you've already completed your undergraduate degree and can't find employment, or you need additional skills to supplement your existing qualification?

Then you should consider applying for a one-year Postgraduate Diploma in Management, offered by the School of Management Studies in the Faculty of Commerce. Having one of these diplomas under your belt equips you with solid business skills that will make you an asset to any company right from the start, as many former students and their employers can attest.

Graduates from Commerce and other disciplines can apply

The aspect of these diplomas that is so appealing is that you do not need the same subject specialisation in your undergraduate degree, and you do not require a degree in Commerce to be eligible. Even if you earned an undergraduate degree in, for example, Property Studies, Film and Media or Chemical Engineering you are able to register for any of the diploma programmes. However, if you have a Commerce undergraduate degree, it does not mean you are excluded; Commerce graduates are eligible to apply for any of the diplomas.

A choice of four specialisations to match your interests

The Postgraduate Diploma in Management is offered in four specialisations: Entrepreneurship, Marketing, Business Communication and Sport Management. The qualification is at NQF level 8 (the same as an Honours degree).

Structured to enhance career flexibility and a pathway to further postgraduate studies

The structure of the diplomas includes 50% common core management courses, and 50% of the courses are in the area of specialisation. Each diploma requires students to complete a total of 10 semester-long courses, five in the area of specialisation and five in the area of general management. Of these five general management courses, three are compulsory and two are electives, so students can choose two electives aligned to their specific academic and career interests.

This looks like a lot of work to cover in a year, and it is. But the reason for the structure and curriculum content is because we believe that an understanding of the key current general managerial and organisational challenges will strengthen and deepen your knowledge and insight, enable greater career flexibility, and provide you with a thorough foundation on which to exercise your abilities in the area of specialisation.

If you are considering a possible master's degree in the future you might think you have to complete honours beforehand. However, rest assured – the postgraduate diplomas require all students to complete an in-depth 4th-year level research project that will prepare you to undertake the advanced research necessary for a higher degree (bearing in mind that all universities have their own admission requirements).

Jumpstart your career while you study

The diplomas are demanding and require students to be thoroughly committed, but that is one of the reasons that employers regard our graduates so highly. We encourage students to see their year with us as the first year of their career, rather than their last year of university. You will leave this qualification with both breadth and depth. Graduates are not only specialists in one discipline, but also have an excellent general understanding of business practices.

Of course, UCT is renowned for the academic rigour and theoretical approach to its programmes, and you will graduate with a solid understanding of the theory behind the discipline. Additionally, the diplomas have the advantage of equipping you to apply these concepts in your future career. Everything we teach is designed to give you the tools to help you solve problems in the real world of work.

Hard work, teamwork and major rewards

Our graduates go on to work in just about every sector, spread across the world, with many doing incredible things. You would be surprised to learn that you may well have purchased an item conceived initially by an Entrepreneurship student while studying at UCT.

An additional element is the collegial and social aspect of studying for a Postgraduate Diploma in Management. As the classes are much smaller than undergraduate courses, and students work so intensively together, you get to make new friends and learn the real value of peer interaction and support, which is incredibly important in your future working environment.

Core Management Courses

- **Business Research and Communication**
- **Organisation and Management**
- **Effective People Practices**

Please note: Students who haven't completed **Introduction to Managerial Finance** and **Introduction to Marketing** (or their equivalents) at undergraduate level will be required to complete these concurrently with their first or second semester courses. It is important to note that these courses, or their equivalents, carry no credit towards the qualification, but are required for graduation.

Business Communication

Whether as a campaign, media, HR or PR manager, or a company spokesperson, negotiator or communication strategist, you need the ability to curate, manage, present and disseminate information in engaging, relevant and appropriate ways. With new digital career paths reshaping our world, job opportunities are accelerating at an exponential rate. As a competent and knowledgeable communicator, you will be a valuable asset to any organisation.

Business Communication courses:

- **Business and Corporate Communication**
- **Intercultural and Diversity Management**
- **Team Management and Communication**
- **Persuasion in Multimodal Discourses and Domains**
- **Campaign Communication and Reputation Management**

Plus TWO of the following courses:

- **E-Marketing**
- **Introduction to Project Management**
- **Events Management**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**

Entrepreneurship

This specialisation provides graduates with an intensive introduction to the theory and practice of entrepreneurship. The diploma is designed to enable enterprise start-ups, but also to equip you for entry into a broad range of organisational settings.

Within the context of a rapidly changing and challenging global business environment, the appreciation of competitive advantage is key to the programme, and how creativity and innovation may be harnessed to achieve this. An action learning framework is applied throughout.

Entrepreneurship courses:

- **Organisational Project**
- **Entrepreneurial Strategies**
- **Creativity in Business**
- **Management Theory in Practice**

Plus TWO of the following courses:

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **Managerial Information Systems**
- **Events Management**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**
- **Consumer Behaviour**

Marketing

This diploma attracts students from all over South Africa and is available to all university graduates with degrees other than a Bachelor of Business Science. The programme is extremely popular, so early application and a solid academic record is an advantage.

Because of the nature and scope of the diploma, job opportunities are plentiful, both locally and overseas. The diploma equips you for marketing-related positions in both the public and private sectors, including advertising, retailing, marketing research, public relations, sales and general management.

Marketing courses:

- **E-Marketing**
- **Retail Management and Services Marketing**
- **Consumer Behaviour**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**

Plus TWO of the following courses:

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **Managerial Information Systems**
- **Events Management**
- **Creativity in Business**

Sport Management

Sport, both globally and locally, is a huge and fast-growing industry, requiring qualified professionals in all aspects of its management.

Whether your interests lie in managing large corporate sponsorships, making your mark in the field of sport development and policy, promoting new sports, organising competitions and events, being involved in sports broadcasting and media, headhunting in a sports agency or making a splash in sports merchandising, there are numerous opportunities to make a rewarding career in the world of sport.

Sport Management courses:

- **Introduction to Sport Management**
- **Events Management**
- **Sport Management in Practice**
- **Sport Administration and Business**
- **The Science of Sport**

Plus TWO of the following courses:

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **Managerial Information Systems**
- **E-Marketing**
- **Retail Management and Services Marketing**
- **Strategic and International Marketing**

Earn up to 100% interest* with a one-year investment

* (from prospective employers)

Past graduates have experienced a high degree of success in finding excellent employment prospects or starting their own businesses.

To apply for admission to any of the Postgraduate Diploma programmes, all you need is an undergraduate degree in any area, a year of your time, plus the commitment and ambition to succeed.

Applications close at the end of October each year.

For more information contact Nashly Langenhoven:
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or visit the School of Management Studies website:

[www.commerce.uct.ac.za/ManagementStudies/AppliedManagement/Pages/
Postgraduate-Diplomas](http://www.commerce.uct.ac.za/ManagementStudies/AppliedManagement/Pages/Postgraduate-Diplomas)