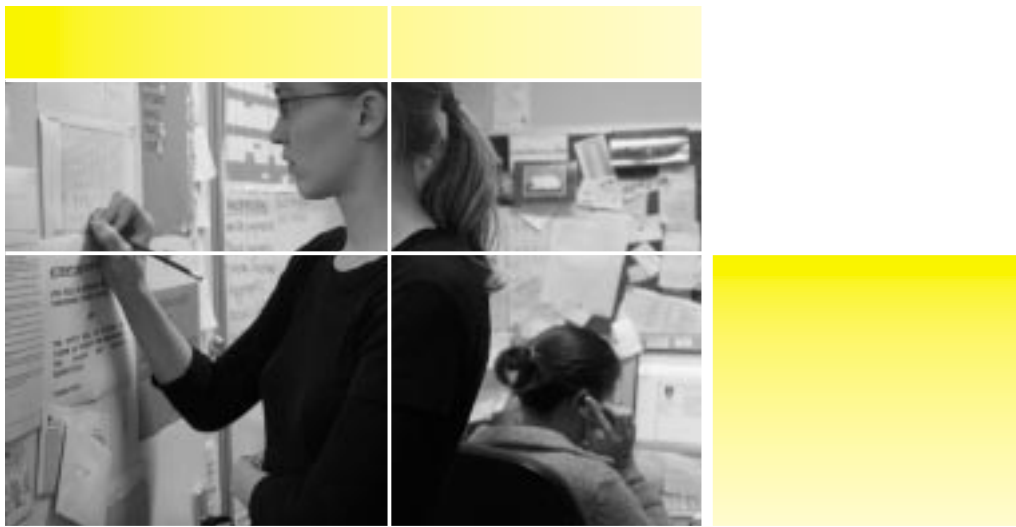


FACULTY OF **COMMERCE**



SCHOOL OF MANAGEMENT STUDIES

POSTGRADUATE DIPLOMAS IN MANAGEMENT

Enterprise Management
Marketing Management
Sport Management
Tourism Management



UNIVERSITY OF CAPE TOWN

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Over the last ten years or so, the Postgraduate Diplomas in Management offered by the School of Management Studies have developed a well-deserved reputation for providing graduates with career opportunities they never thought would be available to them.

ADDING BUSINESS VALUE TO YOUR DEGREE

Developed primarily in order to offer graduates with non-business degrees opportunities to learn about both specific and general organisational functions, the diplomas have enabled students to compete successfully for mainstream roles in organisations both locally and abroad. Students with undergraduate degrees in, amongst others, science, commerce, humanities, engineering, medicine and architecture have found that these diplomas have added significantly to their education. Student with undergraduate degrees in Business Administration or Business Science may find that there is some overlap with courses they have done previously in their degrees, so any students with business-related undergraduate degrees should contact the department to check whether they are eligible to register for a Postgraduate Diploma in Management.

MAKING THE MOST OF YOUR VALUABLE SKILLS AND KNOWLEDGE

The year-long, full-time diplomas have been developed on the general assumption that students with an undergraduate degree are able to think for themselves, critically analyse information, apply theory and show initiative and creativity in solving problems. Any student considering applying to do one of these diplomas also needs to be ambitious and willing to work hard; the diplomas are an intensively taught insight into the functional areas in an organisation, and make extensive use of relevant case studies, action learning, group projects, guest lectures and interactive learning methods.

CORE BUSINESS SKILLS WITH EXPERT SPECIALISATION

Students registered for one of the four diplomas in Management offered by the School of Management Studies are required to complete core subjects common to all diplomas. Thereafter, students focus more on the applied area of their diploma (Enterprise Management, Marketing, Sport Management or Tourism). This means that, as well as having specialised knowledge of one area, all graduates of our diplomas have an understanding of the fundamental principles of marketing, finance, information systems, business thinking and strategy, communication and career development. There is no doubt that this range of knowledge has helped our graduates become far more agile and flexible in the workplace, as they are able to make better-informed decisions and can integrate knowledge across the critical organisational areas.

The focus on the chosen area of specialisation is assisted by each diploma having a dedicated convenor, who is a specialist in that area. The focus on the area of specialisation in each diploma is on current practice, future trends and best methods, locally and globally. The course content is continuously evaluated and updated in order to provide students with relevant and appropriate material. Students work both in teams and on their own, thereby developing a range of so-called "soft" skills, so crucial to success in organisations today.

UPGRADING YOUR QUALIFICATION

A student who excels on the courses on a Postgraduate Diploma in Management may be invited in future years to apply to register for an Honours degree. Students who take advantage of this opportunity will register for an additional year of study, consisting of several research-related courses and a dissertation.

The Postgraduate Diploma in Enterprise Management (PDEM) aims to provide graduates with an intensive, one-year introduction to management theory and practice. The course is designed to equip students for entry into a broad range of organisational settings, and teaches entrepreneurship as a guiding principle in organisations of all sizes. Understanding and using technology is a key competency in an increasingly competitive and global business environment, and the course uses technology and action learning in order to familiarise students with current workplace issues and systems.

COURSE INFORMATION

Business in Context

The objectives are to provide students with the skills required for studying and understanding the South African business environment and to introduce them to the scope, meaning and functions of management. The focus of the course is the development of critical reasoning skills, including the ability to analyse and construct logical arguments, to research business issues, to construct competing viewpoints in order to form your own independent opinion about contentious issues of theory and practice.

The course covers the management of resources in the South African political, economic, commercial and industrial environments; international competition; the role of government and economic regulation; industrial legislation and labour relations; business law; ethics and social responsibility; the environment debate; how a firm works; corporate management; the informal sector; and the role of technology in business.

Introduction to Corporate Finance

This course is designed to provide a general introduction to the study of the financial function in business, particularly in a South African environment. The course has two primary objectives: Firstly to expose students with little or no commercial or financial background to the fundamentals of the financial aspects of a business and the environment in which that business operates. The second objective is to afford the students with the opportunity of gaining as much practical experience as possible in this area.

Marketing

This course aims to give an overview of the Marketing Process considering current trends in the South African context. The course will stress the importance of the Marketing Concept, Target Marketing and the Marketing Mix as a means of formulating a Marketing Strategy with the view to achieving the objectives of an organisation.

More specific issues that are addressed include the marketing concept, the marketing environment, consumer markets and individual markets, buyer behaviour, marketing research, the use and importance of differentiation, market segmentation and target marketing, the marketing mix, product policy, pricing

policy, marketing strategy, marketing organisation and implementation, measurement and control of marketing effectiveness including the marketing audit.

Entrepreneurial Strategies

The purpose of this course is to introduce students to Entrepreneurship and its attendant strategies. It is about the routes to the creation and ownership of a venture and the subsequent paths a business may take. Key focus areas include: the entrepreneurial mindset; effective vs efficient management practices; and the imperative of competitive advantage.

Business Communication and Career Development

This course will provide students with a range of skills that can be used for the purpose of career and professional development. Students will be required to participate in a series of workshops that focus on communication, teamwork, motivation and leadership. Students will also be required to engage in final year planning, job search and preparation for the first job.

Management Theory in Practice

The aim of this course is to learn about the dynamics regarding management effectiveness.

Syllabus information: Challenges facing organisations in the 21st century, how to effectively manage key organisational aspects of people, projects, change and control, the conflicting values model, understanding the role of global corporations, post-modern business strategies, effective leadership within these contexts.

The Politics of Enterprise

The aim of this course is to understand some of the critical issues facing small and medium enterprises in South Africa. Syllabus information: Exploring the relationship between business and the environment; identifying the contribution that can be made by business in the promotion of environmental sustainability; understanding the role of business ethics and business law; laying out guidelines on where to source finance; whether and how to patent intellectual property; and what to consider when drafting a business plan.

Labour Relations and Organisational Change

The Labour Relations module typically will include the historical context of labour relations in South Africa, relevant labour legislation, collective bargaining, managing performance and conflict in the workplace, codes of good practice and dismissals.

The Organisational Change module typically will include definitions of organisational change, the scope of change, how employees react to change, the role of leaders and change agents during change, effectiveness of organisational change.

Genesis Project

This course requires students to set up and run their own business for the duration of the academic year. Although the Genesis project is a group project, candidates will be evaluated individually as well. The evaluation of the Genesis Project is continuous and is derived from the principles of action learning.

Information Technology and Marketing

This course looks at new technologies such as the internet, data-warehousing, data mining, desktop publishing, database marketing, video conferencing, call centre automation, electronic commerce, EDI, sales force information systems, and project control systems. Globalisation and new approaches to management such as corporate re-engineering, supply chain management, service chain management, and customer relationship management (CRM) are addressed within the course.

Introduction to Business Computing

The course has two primary objectives: to provide an introduction to information systems concepts, as well as the role played by information systems within a business environment; and to provide students with hands-on skill in using computer-based business tools such as planning and presentation applications.

These objectives are taught bearing in mind management principles, using as the basis a text book developed for MBA students. The course has more of an Information Systems bias rather than Information Technology. The course is designed for students who are computer literate and regularly use the Internet.

ADMISSION

FGDF1 Application for admission as a candidate must be lodged in writing on the standard University application form, and the Departmental application form. Candidates may be required to write a test prior to being admitted to this diploma.

FGDF2 A person shall not be admitted as a candidate for the diploma unless he/she

- (a) is a graduate of this, or another university acceptable to the Senate, provided that the candidate who holds a BBusSc degree will not be admitted as a candidate for this diploma.
- (b) has satisfied the Senate by means of such test as may be prescribed by the Senate, that he/she has attained an equivalent level of competence for the purpose of study of this diploma.

DURATION

FGDF3 A candidate shall register for one year of full-time study.

FGDF4 A candidate who fails the Genesis Project or more than four half courses or the equivalent shall not be permitted to repeat the failed courses in a subsequent year.

FGDF5 A candidate who fails more than two half courses in the first semester shall not be permitted to repeat the courses failed and may be required to withdraw from the diploma.

FGDF6 A candidate for the diploma shall attend and complete all of the courses in the prescribed curriculum.

THE CURRICULUM

(a) Genesis Project (A candidate's result for the Genesis Project will be based on individual and group work. The result for an individual will be a combination of specific evaluations and quarterly evaluations.)

(b) First Semester

Business in Context

Introduction to Corporate Finance

Marketing

Entrepreneurial Strategies

Business Computing

Business Communication and Career Development

Second Semester

Management Theory in Practice

The Politics of Enterprise

Labour Relations and Organisational Change

Information Technology and Marketing

Note: Candidates may be required, as a condition of acceptance, to complete a prescribed course in Computer Literacy in registration week.

Note: Attendance requirements and academic performance levels shall be set out in a course manual to be distributed by the department(s) concerned at the beginning of the academic year. The department reserves the right to withhold a DP certificate from any student who fails to comply with these requirements.

FGDF7 A candidate who has previously completed one or more of the prescribed courses shall complete a course, or courses, approved by the Head of Department, of equal weighting to the one or more courses previously completed, the timetable permitting.

FGDF8 The diploma may be awarded with distinction.

The Postgraduate Diploma in Marketing Management aims to provide specialised academic and professional studies for candidates holding qualifications other than the Bachelor of Business Science degree. The diploma is designed for anyone interested in a career in the marketing of goods, services and ideas in the industrial, commercial and public sectors of the economy in a South African and global context.

COURSE INFORMATION

Business in Context

The objectives are to provide students with the skills required for studying and understanding the South African business environment and to introduce them to the scope, meaning and functions of management. The focus of the course is the development of critical reasoning skills, including the ability to analyse and construct logical arguments, to research business issues, to construct competing viewpoints in order to form your own independent opinion about contentious issues of theory and practice.

The course covers the management of resources in the South African political, economic, commercial and industrial environments; international competition; the role of government and economic regulation; industrial legislation and labour relations; business law; ethics and social responsibility; the environment debate; how a firm works; corporate management; the informal sector; and the role of technology in business.

Marketing

This course aims to give an overview of the Marketing Process considering current trends in the South African context. The course will stress the importance of the Marketing Concept, Target Marketing and the Marketing Mix as a means of formulating a Marketing Strategy with the view to achieving the objectives of an organisation.

More specific issues that are addressed include the marketing concept, the marketing environment, consumer markets and individual markets, buyer behaviour, marketing research, the use and importance of differentiation, market segmentation and target marketing, the marketing mix, product policy, pricing policy, marketing strategy, marketing organisation and implementation, measurement and control of marketing effectiveness including the marketing audit.

Introduction to Marketing Research

This course is intended to give marketing students a practical understanding of the role and methods of Marketing Research. The Marketing Research processes and procedures are covered including qualitative methods, secondary sources, survey methods, sampling options analysis of data etc.

Introduction to Corporate Finance

The course is designed to provide a general introduction to the study of the financial function in business, particularly in South African environment. The course has two primary objectives: firstly to expose students with little or no commercial or financial background to the fundamentals of the financial

aspects of a business and the environment in which that business operates. This will be achieved through the lectures and readings. The second objective is to afford students the opportunity of gaining as much practical experience as possible in this area.

The course syllabus will include concepts in finance; the business environment; basics of accounting; financial intermediaries; forms of business organisation; financial statements; time value of money; cost volume profit relationships; capital budgeting; sources of finance; financial leverage; working capital management; short-term financing; dividends; financial ratios.

Introduction to Business Computing

The course has two primary objectives: to provide an introduction to information systems concepts, as well as the role played by information systems within a business environment; and to provide students with hands-on skill in using computer-based business tools such as planning and presentation applications.

These objectives are taught bearing in mind management principles, using as the basis a text book developed for MBA students. The course has more of an Information Systems bias rather than Information Technology. The course is designed for students who are computer literate and regularly use the Internet.

Promotions and Advertising Management

The broad aim of the course is to give students an appreciation of the marketing communication processes. The course will encourage students to learn about the different goals of promotion and the importance of the four elements of the promotion mix. The practical focus ensures students gain an understanding of the steps involved in developing a sound promotional plan, a sound media plan and the facilitation of interaction with advertising agencies.

Business Communication and Career Development

This course will provide students with a range of skills that can be used for the purpose of career and professional development. Students will be required to participate in a series of workshops that focus on communication, teamwork, motivation and leadership. Students will also be required to engage in final year planning, job search and preparation for the first job.

Consumer Behaviour

The course provides students with an appreciation of consumer behaviour concepts and their application in marketing. The course covers the nature of consumer behaviour; the consumer as an individual; consumer perceptions and learning; consumer motivation; personality and consumer choice; group consumer behaviour; and strategic applications of consumer behaviour.

Industrial and International Marketing

The broad aim of the course is to provide students with an appreciation of the key principles of industrial marketing and international marketing with emphasis on strategy formulation and implementation. The international marketing component of the course will familiarise students with the challenges and opportunities associated with marketing across national boundaries. The industrial marketing component will address the importance of the Organisational buying process; the steps in setting an industrial marketing plan and formulating an industrial marketing strategy.

Strategic Management Project

The objective of the course is to give students an appreciation of strategic and operational problems faced by marketing managers today. Introduction to strategic marketing; identification of strategic opportunities; competitive analysis; internal capabilities; concepts for evaluating strategic market opportunities; strategic marketing models for allocating resources; development of action plans for strategic change; and a project to be presented as part of the requirement of this course.

Retail Management and Service Marketing

The aim of the course is to provide students with an understanding of the role of retailing in distribution and its relationship to other business activities. By the end of the course students should be familiar with the structure of the Distribution System; types of Retailing Firms; legislation affecting retailers; retailing management and the retailing mix; trading area measurement and evaluation and selection of the retail site; store layout decisions; merchandise assortment decisions; buying decisions; store organisational decisions; promotional decisions; pricing decisions; the management of retail services; and retail trends.

This course also examines the subject of service marketing as a fundamental element of a successful services company. The principles of services marketing will be applied to a number of specific service sectors. The course will also provide an overview of the development of services marketing theory and will examine current issues such as service quality, customer care, internal marketing and relationship marketing.

Information Technology and Marketing

This course looks at new technologies such as the internet, data-warehousing, data mining, desktop publishing, database marketing, video conferencing, call centre automation, electronic commerce, EDI, sales force information systems, and project control systems. Globalisation and new approaches to management such as corporate re-engineering, supply chain management, service chain management, and customer relationship management (CRM) are addressed within the course.

ADMISSION

FGDE1 Application for admission as a candidate must be lodged in writing on the standard University application form, and the Departmental application form.

FGDE2 A person shall not be admitted as a candidate for the diploma unless he/she

- (a) is a graduate of this University other than a BBusSc graduate or is a graduate of another university recognised for this purpose and has a level of economics and statistical knowledge judged by the Head of Department to be adequate for the purpose of study for this diploma, or
- (b) has satisfied the Senate by means of such test as may be prescribed by the Senate, that he/she has attained an equivalent level of competence, adequate for the purpose of study for this diploma.

FGDE3 A candidate must satisfy the Senate that his/her qualifications are an adequate preparation for the work prescribed for the diploma.

DURATION

FGDE4 Subject to Rule FGDE6 a candidate shall register for one year of full-time study.

FGDE5 A candidate who fails more than four half courses or the equivalent shall not be permitted to repeat the courses failed.

FGDE6 A candidate who fails more than two half courses in the First Semester shall not be permitted to repeat the courses failed and may be asked to withdraw from the Diploma.

EXAMINATIONS

FGDE7 A candidate shall not be permitted to register for more than six and a half courses (13 half courses) or the equivalent in any one year.

FGDE8 The Senate may permit a candidate who fails one or more courses to write supplementary examinations in the course/s failed.

THE CURRICULUM

FGDE9 A candidate shall complete the following twelve half courses:

First Semester

Business in Context
Marketing
Introduction to Corporate Finance
Introduction to Marketing Research
Introduction to Business Computing
Business Communication and Career Development

Second Semester

Consumer Behaviour
Industrial & International Marketing
Promotions & Advertising Management
Strategic Management Project
Information Technology and Marketing
Retail Management & Service Marketing

FGDE10 A candidate who has previously completed one or more of the prescribed courses (or an equivalent course for which he/she may receive credit) shall complete an approved course, or courses, of equal weighting to the one or more courses previously completed, selected, the timetable permitting, from:

Economics 203
Economics 204
Any second year Information Systems course
Business Finance
Business Law I
Business Law II
Human Resource Management 1T
Psychology I
Or any other course approved by the Head of Department.

FGDE11 The diploma may be awarded with distinction.

The objective of the Postgraduate Diploma in Management in Sport Management is to provide graduates interested in a career in Sport Management and Administration with a combination of both general and sport management skills and a well-rounded knowledge of the opportunities and challenges facing the industry in South Africa. The diploma will place particular emphasis on the application of management theory to the business of sport in the academic coursework and through a six-week internship programme.

COURSE INFORMATION

Business in Context

The objectives are to provide students with the skills required for studying and understanding the South African business environment and to introduce them to the scope, meaning and functions of management. The focus of the course is the development of critical reasoning skills, including the ability to analyse and construct logical arguments, to research business issues, to construct competing viewpoints in order to form your own independent opinion about contentious issues of theory and practice. The course covers the management of resources in the South African political, economic, commercial and industrial environments; international competition; the role of government and economic regulation; industrial legislation and labour relations; business law; ethics and social responsibility; the environment debate; how a firm works; corporate management; the informal sector; and the role of technology in business.

Introduction to Corporate Finance

This course is designed to provide a general introduction to the financial function in business, particularly in a South African environment. The course has two primary objectives: Firstly to expose students with little or no commercial or financial background to the fundamentals of the financial aspects of a business and the environment in which that business operates. The second objective is to afford students the opportunity of gaining as much practical experience as possible in this area.

Introduction to Business Computing

The course has two primary objectives: to provide an introduction to information systems concepts, as well as the role played by information systems within a business environment; and to provide students with hands-on skill in using computer-based business tools such as planning and presentation applications. These objectives are taught bearing in mind management principles, using as the basis a text book developed for MBA students. The course has more of an Information Systems bias rather than Information Technology. The course is designed for students who are computer literate and regularly use the Internet.

Marketing

This course aims to give an overview of the Marketing Process considering current trends in the South African context. The course will stress the importance of the Marketing Concept, Target Marketing and the Marketing Mix as a means of formulating a Marketing Strategy with the view to achieving the objectives of an organisation. More specific issues that

are addressed include the marketing concept, the marketing environment, consumer markets and individual markets, buyer behaviour, marketing research, the use and importance of differentiation, market segmentation and target marketing, the marketing mix, product policy, pricing policy, marketing strategy, marketing organisation and

implementation, measurement and control of marketing effectiveness including the marketing audit.

Business Communication and Career Development

This course will provide students with a range of skills that can be used for the purpose of career and professional development. Students will be required to participate in a series of workshops that focus on communication, teamwork, motivation and leadership. Students will also be required to engage in final year planning, job search and preparation for the first job.

Introduction to Sport Management

The course provides a comprehensive introduction to the various disciplines of sport management and provides students with a general understanding of the structure and functioning of sport both locally and internationally. Students will be encouraged to assess the current models and thinking behind sport management, particularly in a development context. The syllabus includes: the South African sporting landscape and its role in the transformation imperative; an overview of the international sporting landscape; International games; elite athlete versus mass participation principles of sport; Scientific thinking and the role of science in; sports organisation structures and key roles within the sporting organisation; competition structures and models.

Principles of Sports Medicine and Exercise Physiology

The course will give students an understanding of the key elements within the field of exercise physiology, sports medicine and science. Students will develop a broad understanding of how these disciplines impact and influence other elements of sport management. The syllabus includes: principles of training for fitness; the basics of exercise physiology and metabolism during exercise; principles of injury and rehabilitation; sport nutrition; performance enhancement in sport (Supplements, Banned substances, Anti-doping protocols); the professional sports medical team (Team roles and medical and reporting ethics); mental approach to physical performance.

The Business of Sport

This course will give students an understanding of the major business and related components of sport, and specifically how funds are raised, managed and circulated within the industry. The key economic drivers of each component will be explored, with a particular focus on how pricing is estimated or calculated. Contents of the course include broadcasting; sponsorship; media; public relations; event management; sport tourism; fundraising.

Sport Administration

To provide students with a theoretical and practical appreciation of administration, governance and finance within sports organisations. Students will also be introduced to the different specialist sports management disciplines across law, development, marketing, marketing research, facilities management and competition management

General administration in different organisation types. The syllabus will include sport governance; sport finance (Structures and types); sports law ; facilities management; competition management; sports development (Designing and managing mass participation programmes, life-skills programmes); sport marketing and marketing research.

Sport Management in Practice

To give students an appreciation of how sport theory is applied practically within the South African sporting environment. Students will gain an understanding of the steps required to grow a sport, identify and nurture talent and ultimately improve overall performance, and are encouraged to apply their theoretical knowledge gained across all sport management disciplines. The syllabus will include; coaching theory; managing high performance athletes (Adult and junior athletes; The role of agents); Sport Information Technology (including game analysis techniques, software packages); managing for performance; athlete physiological testing; mass participation; elite player identification and development; team management structures

Strategic Management Project

Students, in groups, will be required to work on a strategic management project allied to their area of diploma specialisation. The projects will integrate all aspects of strategic management, e.g. strategic vision, financial analysis, marketing decision-making, application of IT and management of human resources. The projects will allow for both individual and group work, and will be facilitated under the supervision of the Course Convenor and relevant Diploma Convenor.

Internship

The purpose of the Internship is to provide students with an action-learning facility that offers a practical focus for the theory components of the course. The Internship programme involves at least 250 contact hours at an organisation approved by the Diploma Convenor. The nature of the contact is jointly approved by the Host Organisation, the Diploma Convenor and the student. The internship must be completed before the second semester examinations begin, and the evaluation of the internship will be conducted jointly by the Diploma Convenor and the Host Organisation.

ADMISSION

FGD*1 Application for admission as a candidate for the diploma must be lodged in writing on the standard University and Departmental application forms. All supporting documentation must be submitted, as described on the Departmental application form.

FGD*2 A person shall not be admitted as a candidate for the diploma unless he/she

(a) is a graduate of this university other than a BBusSc graduate, or is a graduate of another university recognised by the Senate for this purpose, or

(b) has satisfied the Senate by means of such test as may be prescribed by the Senate that he/she has attained an equivalent level of competence adequate for the purposes of study of this diploma.

DURATION

FGD*3 Subject to rule FGD*5 a candidate shall register for one year of full-time study.

FGD*4 A candidate who fails to successfully complete BUS4072S or more than four half courses or equivalent shall not be permitted to repeat the failed courses in a subsequent year.

FGD*5 A candidate who fails more than two half courses in the first semester shall not be permitted to repeat the courses failed and may be required to withdraw from the Diploma.

EXAMINATIONS

FGD*6 A candidate shall not be permitted to register for more than ten half courses, excluding BUS4072S and BUS4073F, in any one year.

FGD*7 The Senate may permit a candidate who fails one or more courses to write supplementary examinations in the course/s failed.

THE CURRICULUM

FGD*8 A candidate shall complete the following courses:

First Semester

BUS4067F Business in Context

BUS1005F Introduction to Corporate Finance

BUS2010F Marketing I

BUS4000F Introduction to Business Computing

BUS4073F Business Communication and Career Development

BUS4035F Introduction to Sport Management

Second Semester

BUS4085H Strategic Management Project

BUS4039S Sport Management Practice

BUS4038S Sport Administration

BUS4037S The Business of Sport

BUS4036S Principles of Sports Med. and Exercise Phys.

BUS4072S Internship

FGD*9 A candidate who has previously completed one or more of the prescribed courses shall complete a course, or courses, approved by the Head of the Department, of equal weighting to the one or more courses previously completed, the timetable permitting.

FGD*10 The award of the diploma is subject to successful completion of both the academic coursework and the internship.

FGD*11 The diploma may be awarded with distinction to students who attain an average of 75% or more across all courses, provided that no individual course mark is below 70%.

The Postgraduate Diploma in Management (Tourism) aims to provide generally educated graduates with a combination of general management skills and specialized knowledge of the tourism industry. The diploma will place particular emphasis on the application of management theory and concepts to the tourism industry in the academic coursework and through a six-week internship programme.

COURSE INFORMATION

Business in Context

The objectives are to provide students with the skills required for studying and understanding the South African business environment and to introduce them to the scope, meaning and functions of management. The focus of the course is the development of critical reasoning skills, including the ability to analyse and construct logical arguments, to research business issues, to construct competing viewpoints in order to form your own independent opinion about contentious issues of theory and practice.

The course covers the management of resources in the South African political, economic, commercial and industrial environments; international competition; the role of government and economic regulation; industrial legislation and labour relations; business law; ethics and social responsibility; the environment debate; how a firm works; corporate management; the informal sector; and the role of technology in business.

Introduction to Corporate Finance

This course is designed to provide a general introduction to the financial function in business, particularly in a South African environment. The course has two primary objectives: Firstly to expose students with little or no commercial or financial background to the fundamentals of the financial aspects of a business and the environment in which that business operates. The second objective is to afford students the opportunity of gaining as much practical experience as possible in this area.

Marketing

This course aims to give an overview of the Marketing Process considering current trends in the South African context. The course will stress the importance of the Marketing Concept, Target Marketing and the Marketing Mix as a means of formulating a Marketing Strategy with the view to achieving the objectives of an organisation.

More specific issues that are addressed include the marketing concept, the marketing environment, consumer markets and individual markets, buyer behaviour, marketing research, the use and importance of differentiation, market segmentation and target marketing, the marketing mix, product policy, pricing policy, marketing strategy, marketing organisation and implementation, measurement and control of marketing effectiveness including the marketing audit.

Introduction to Business Computing

The course has two primary objectives: to provide an introduction to information systems concepts, as well as the role played by information systems within a business environment; and to provide students with hands-on skill in using computer-based business tools such as planning and presentation applications.

These objectives are taught bearing in mind management principles, using as the basis a text book developed for MBA students. The course has more of an Information Systems bias rather than Information Technology. The course is designed for students who are computer literate and regularly use the Internet.

Tourism Theory and Systems

This module is designed to provide a comprehensive introduction to the various academic disciplines which contribute to the multi-disciplinary nature of tourism studies. A critical assessment will be made of the status of tourism studies as an emerging discipline and the acquisition of knowledge about tourism. In particular, the field of tourism studies will be examined from a systems approach, which includes identifying and discussing the various stakeholders that make up the tourism industry, and the impact of tourism on a broader scale.

Research Methods for Tourism

This module aims to introduce students to an understanding of marketing research and its role within the tourism marketing process. Students are equipped with a range of research methods to carry out fieldwork in the tourism industry.

Financial Controls and Information Systems for Tourism

This module is divided into two four-week courses: Financial Controls and Information Systems. The aim of this course is to provide students with an understanding of the impact that sound financial controls and information systems and technology have on the industry. The course will explore ways to apply this technology and information to tourism.

Topics include: e-commerce, global information systems applications, database management, yield management, sources of finance, financial ratios, foreign exchange, investment appraisal in the public and private sectors.

Responsible Tourism

The overall aim of this module is to equip students with an understanding of the principles for responsible tourism development and management and to encourage students to approach tourism development with ethics and sensitivity to the socio-cultural and environmental context.

The module focuses on techniques for identifying issues liable to have an adverse effect on sustainability and for developing environmental management techniques. It also examines the ethics of sustainable tourism practices. Responsible tourism seeks to minimise the negative impacts of tourism development and activities and maximise the positive impacts.

Business Communication and Career Development

This course will provide students with a range of skills that can be used for the purpose of career and professional development. Students will be required to participate in a series of workshops that focus on communication, teamwork, motivation and leadership. Students will also be required to engage in final year planning, job search and preparation for the first job.

Strategic Management Project

Students, in groups, will be required to work on a strategic management project allied to their area of diploma specialisation. The projects will integrate all aspects of strategic management, e.g. strategic vision, financial analysis, marketing decision-making, application of IT and management of human resources. The projects will allow for both individual and group work, and will be facilitated under the supervision of the Course Convenor and relevant Diploma Convenor.

Electives

The aim of the elective course is to enable students to specialise in a particular field. Students will select one of the two electives available, which should match their internship placement. The electives currently offered to students are:

- **Events Management**

This module is designed to provide the student with the basic know-how of organising special events and conferences. It provides an introduction to the South African and international MICE (Meetings, Incentives, Conferences and Exhibitions) industry.

- **Transport for Tourism**

Transport for Tourism examines the commercial nature of the various modes of transport in their applications to the tourism industry. In addition, as environmental concerns increase, transport is seen in a major contributor to environmental problems but also as a means to their solution.

- **Hospitality Management**

This course aims to help meet the need for competent hospitality managers at a senior level. It focuses on the development of the technical and management skills required to generate integrated solutions to business problems in a wide range of operations. The Hospitality Management module consists of topics such as hospitality service standards, hotel business operations, key international hotel trends and the reasons why hotels fail.

Internship

The purpose of the Internship is to provide students with an action-learning facility that offers a practical focus for the theory components of the course. The Internship programme involves at least 250 contact hours at an organisation approved by the Diploma Convenor and should be allied to the elective course. The nature of the contact is jointly approved by the Host Organisation, the Diploma Convenor and the student. The internship must be completed before the second semester examinations begin, and the evaluation of the internship will be conducted jointly by the Diploma Convenor and the Host Organisation.

(SEE OVERLEAF FOR RULES)

ADMISSION

FGDJ1 Application for admission as a candidate must be lodged in writing on the standard University application form and Departmental application form. All supporting documentation must be submitted, as described on the Departmental application form.

FGDJ2 A person shall not be admitted as a candidate for the diploma unless he/she

- (a) is a graduate of this university other than a BBusSc graduate, or is a graduate of another university recognised by the Senate for this purpose, or
- (b) has satisfied the Senate by means of such test as may be prescribed by the Senate, that he/she has attained an equivalent level of competence adequate for the purpose of study of this diploma.

DURATION

FGDJ3 Subject to Rule FGDJ5 a candidate shall register for one year of full-time study.

FGDJ4 A candidate who fails to successfully complete BUS472W (Internship programme) or more than four half courses or equivalent shall not be permitted to repeat the failed courses in a subsequent year.

FGDJ5 A candidate who fails more than two half courses in the first semester shall not be permitted to repeat the courses failed and may be required to withdraw from the Diploma.

EXAMINATIONS

FGDJ6 A candidate shall not be permitted to register for more than nine half courses, excluding BUS472W and BUS473Z, in any one year.

FGDJ7 The Senate may permit a candidate who fails one or more courses to write a supplementary examination in the course/s failed.

THE CURRICULUM

FGDJ8 A candidate shall complete the following courses:

First Semester

Business in Context
 Introduction to Corporate Finance
 Marketing
 Introduction to Business Computing
 Tourism Theory and Systems

Second Semester

Research Methods for Tourism
 Financial Controls & IS for Tourism
 Elective *
 Internship
 Business Communication and Career Development
 Responsible Tourism
 Strategic Management Project

* The Elective courses offered will be determined by academic suitability, the degree of student interest and student numbers. Two of the following should be chosen: Events Management, Hospitality Management or Transport for Tourism. The electives include a project that links the practical internship to the coursework.

Note: Attendance requirements and academic performance levels shall be set out in a course manual to be distributed by the department(s) concerned at the beginning of the academic year. The department reserves the right to withhold a DP certificate from any student who fails to comply with these requirements.

FGDJ9 A candidate who has previously completed one or more of the prescribed courses shall complete a course, or courses, approved by the Head of Department, of equal weighting to the one or more courses previously completed, the timetable permitting.

FGDJ10 The award of the diploma is subject to successful completion of both academic coursework and the internship.

FGDJ11 The diploma may be awarded with distinction.

The Marketing Diploma is a passport to business, to a career, but more importantly a passport to a mindset. Whether you aspire to run your own company or join the corporate rat-race, the business world is so complex and dynamic nowadays that a postgraduate qualification is no longer a “bonus” but a prerequisite.

Doing this diploma at UCT was a great stepping stone for my career. In particular, it has broadened my horizons and transformed my thinking from a more tactical to a strategic viewpoint. The academic staff’s willingness to share their experience in industry also allowed for a more pragmatic outlook of marketing concepts and theories, which I can now apply easily in my day-to-day job.

During the course one is forced to develop powers of critical and strategic thought that take you beyond the obvious and superficial aspects of business. This requires analytical and creative/lateral thinking abilities. This is certainly a necessity for anyone who is going to succeed to be forward-thinking, dynamic, innovative and “ahead of the game”. One of the course’s key strengths is the way in which it marries contemporary marketing and global issues with critical thinking, as well as giving you the freedom to express yourself via every essay and presentation and to share ideas with your peers and lecturers alike.

One of the great things about the diploma programme is the students themselves. The fact that students come from such diverse cultures and so many different educational disciplines (some have also been in business for years), ensures that everyone is exposed to – and can pool together – their expertise and experiences. This is a great contributor to the wealth/value I attach to this programme. But it isn’t just about lectures, projects and furthering career prospects (though the studying is the means to this end) – it’s really a lot of fun. You are almost always interacting with different people, be it people in industry, those in a particular project group/team or the class at large. Those new faces you were introduced to at the beginning of the year soon become your new family (albeit a rather rowdy and clever one).

The Marketing Diploma equipped me with skills that proved to be crucial to my career and my life. I am confident it will prove to do the same for anyone, whatever their circumstances.

Marc Hershowitz
Marketing Manager

The Postgraduate Diploma in Tourism I studied at UCT in the year 2000 has contributed to my growth in more ways than I could ever imagine. The diversity of courses has had a tremendous impact on me since I was from a BA degree background without any business element to it. The marketing, business and finance modules have been extremely useful for my understanding of the working environment.

The internship was probably the single most important part of the whole Tourism diploma. This is probably bias on my part, because I was offered a job the very first week of my internship at BA/Comair, which I chose not to take up. This is because of the challenges that came with working at Open Africa. And for me it is more important to finally do what I enjoy and have always wanted to do, which is travelling and meeting all kinds of people. I think the tourism sector offers great opportunities for interacting with many different people from around South Africa and all over the world.

Moses Sibiya
Route Developer

If you'd like to find out more about the diploma courses,
entry requirements or application procedures, please contact

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