

Standard Curriculum for the Postgraduate Diploma in Management

CG023 - Enterprise Management

| Course Code | Course Name |
|-------------|---|
| BUS4067F | Business in Context |
| BUS1005F | Introduction to Corporate Finance |
| BUS2010F | Marketing I |
| INF4000F | Introduction to Business Computing |
| BUS4078F | Entrepreneurial Strategies |
| BUS3003S | Labour Relations and Organisational Change |
| BUS4075S | Management Theory in Practice |
| BUS4054S | The Politics of Enterprise |
| BUS4049W | Organisational Project (Genesis) |
| BUS4073S | Business Communication & Career Development |
| BUS4074S | Information Technology & Marketing |

CG028 - Sport Management

| Course Code | Course Name |
|-------------|---|
| BUS4067F | Business in Context |
| BUS1005F | Introduction to Corporate Finance |
| BUS2010F | Marketing I |
| INF4000F | Introduction to Business Computing |
| BUS4073F | Business Communication & Career Development |
| BUS4035F | Introduction to Sport Management |
| BUS4039S | Sport Management in Practice |
| BUS4038S | Sport Administration |
| BUS4037S | The Business of Sport |
| BUS4036S | Principles of Sports Medicine & Exercise Physiology |
| BUS4085S | Strategic Management Project |
| BUS4072S | Internship |

CG015 - Marketing

| Course Code | Course Name |
|-------------|---|
| BUS4067F | Business in Context |
| BUS1005F | Introduction to Corporate Finance |
| BUS2010F | Marketing I |
| BUS3014F | Introduction to Marketing Research |
| INF4000F | Introduction to Business Computing |
| BUS4016S | Promotion & Advertising Management |
| BUS4017S | Consumer Behaviour |
| BUS4018S | Retail Management & Service Marketing |
| BUS4019S | Industrial & International Marketing |
| BUS4074S | Information Technology & Marketing |
| BUS4073S | Business Communication & Career Development |
| BUS4085S | Strategic Management Project |

CG027 - Tourism

| Course Code | Course Name |
|-------------|---|
| BUS4067F | Business in Context |
| BUS1005F | Introduction to Corporate Finance |
| BUS2010F | Marketing I |
| INF4000F | Introduction to Business Computing |
| BUS4073F | Business Communication & Career Development |
| BUS4080F | Tourism Theory and Systems |
| BUS4071S | Elective * |
| BUS4070S | Financial Controls & IS for Tourism |
| BUS4082S | Responsible Tourism |
| BUS4079S | Research Methods for Tourism |
| BUS4085S | Strategic Management Project |
| BUS4072S | Internship |