

NATIONAL DIPLOMA: RETAIL BUSINESS MANAGEMENT

Qualification code: NDRB97 - NQF Level 6

Campus where offered: Pretoria Campus

Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

REMARKS

a. *Admission requirement(s) and selection criteria:*

- **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

Admission requirement(s):

A Senior Certificate or an equivalent qualification.

Recommended subject(s):

Accountancy, Business Economics, Business Management, Economics, English and Mercantile Law or Commercial Law.

Selection criteria:

Selection is based on school results and a psychometric test. In borderline cases, a personal interview with a selection panel may be required.

- **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

Admission requirement(s):

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 4 for Mathematical Literacy. Applicants with a 3 for English (home language or first additional language) and a 3 for Mathematics or Mathematical Literacy will be considered for the National Diploma (Extended Curriculum).

Recommended subject(s):

None.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **24**. A score of **20** is required for the National Diploma (Extended Curriculum).

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 20 to 23 will be admitted to the National Diploma (Extended Curriculum).

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

Admission requirement(s):

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.



The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.

- b. *Minimum duration:*
Three years.
- c. *Presentation:*
Day classes.
- d. *Intake for the qualification:*
January only.
- e. *Exclusion and readmission:*
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*
See Chapter 30 of Students' Rules and Regulations.
- g. *Subject credits:*
Subject credits are shown in brackets after each subject.

Key to asterisks:

* Information does not correspond to information in Report 151.
(Deviations approved by the Senate in August 2005.)

CURRICULUM

FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BMN120T	Business Management I	(0,167)	
ENG120T	English (A level)	(0,166)*	
PSG100T	Personal Selling I	(0,167)	
RBM100T	Retail Business Management I	(0,167)	

FIRST SEMESTER

EUC10AT	End-User Computing IA	(0,084)	
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SECOND SEMESTER

EUC10BT	End-User Computing IB	(0,083)	
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TOTAL CREDITS FOR THE FIRST YEAR: **0,834**

SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BMN230T	Business Management II	(0,200)	Business Management I
CNV120T	Consumer Behaviour I	(0,200)	
LGS200T	Logistics II	(0,200)	
PAU100T	Practical Accounting I	(0,167)	



RBM200T	Retail Business Management II	(0,200)	Retail Business Management I
TOTAL CREDITS FOR THE SECOND YEAR:		0,967	

THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
BMN330T	Business Management III	(0,333)	Business Management II
IRS200T	Industrial Relations II	(0,333)	Business Management II
RBM300T	Retail Business Management III	(0,333)	Retail Business Management II
SHM100T	Shopping Centre Management I	(0,200)	Retail Business Management II
TOTAL CREDITS FOR THE THIRD YEAR:		1,199	
TOTAL CREDITS FOR THE QUALIFICATION:		3,000	

SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

B

BUSINESS MANAGEMENT I (BMN120T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Management and Entrepreneurship)

A focus on the different management functions of business organisations in the South African environment. It describes how managers should manage resources and activities in such a way that organisations can operate as profitably as possible. (Total tuition time: not available)

BUSINESS MANAGEMENT II (BMN230T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Management and Entrepreneurship)

The financial and operations functions are dealt with comprehensively. Financial Management offers students insight into finance theory and practice with emphasis on financial decision making which will increase the value of the business organisation. Financing decisions of investment, financing and working capital management are dealt with. Operations management gives an overview of the activities of the operations function in the manufacturing and services sectors. (Total tuition time: ± 60 hours)

BUSINESS MANAGEMENT III (BMN330T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Management and Entrepreneurship)

Students acquire a basic knowledge of the principles of marketing management and in-depth study of general management. (Total tuition time: ± 60 hours)

C

CONSUMER BEHAVIOUR I (CNV120T) 1 X 3-HOUR PAPER

(Subject custodian: Department of Marketing, Logistics and Sport Management)

An overview of the model of consumer behaviour is provided and a basic foundation is laid for the consumer decision-making process. The demographics of the South African consumer market are detailed. The student develops an understanding of the strategies focusing on the external influences on consumer behaviour. The influence of situations on the consumer is expounded. All the work is practically applied. The student develops an insight into strategies that utilise knowledge of internal (psychological) influences on consumer behaviour. The consumer decision-making process is covered in detail. Factors influencing each step of the consumer decision-making process are explained. The focus is also on the post-decision behaviour of consumers. All the work is practically applied. (Total tuition time: ± 96 hours)



E**END-USER COMPUTING IA (EUC10AT)****CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire theoretical knowledge (computing fundamentals) and practical skills as end-users in operating systems and MS Office Suite applications (MS Word, MS Excel and MS PowerPoint) on an introductory level. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 40 hours)

END-USER COMPUTING IB (EUC10BT)**CONTINUOUS ASSESSMENT****(Subject custodian: End User Computing Unit)**

Students have to acquire practical skills as end-users in MS Office Suite applications (MS Excel Intermediate and MS Access Essentials), graphic design and dealing with the Internet, networks and how to search for information. Students will do online and computer-based tests. The modules are mapped with SAQA and IC3 Essential Skills for Digital Literacy (international certification). (Total tuition time: ± 40 hours)

ENGLISH (A LEVEL) (ENG120T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Applied Languages)**

Language acts of the individual (interpretation and analysis of messages, construction of effective messages, improving personal style, oral and body language, questioning and answering techniques). Theory, methods and principles of communication (defining communication and language dynamics, relationship between speaker and listener, principles of effective communication in business, style, register and language techniques, verbal and non-verbal communication, appeal and persuasion). Language acts in industry (communication structures, formulating messages for various purposes and selecting appropriate media, language in problem-solving and decision-making, group communication: written and oral, client and customer relations: written and oral messages, language and media). Language acts in the larger group and society (language and media, intercultural communication, visual codes, graphics and statistics, stereotypes in society, public communication). (Total tuition time: ± 90 hours)

I**INDUSTRIAL RELATIONS II (IRS200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of People Management and Development)**

Employment equity and affirmative action, trade unions and employer organisations in South Africa, the role of the government in industrial relations, collective bargaining structures and collective agreements, workplace forums. Dismissal procedures and practice, negotiation practice, dispute resolution practice, managing industrial action and future perspectives on South African industrial relations. (Total tuition time: ± 96 hours)

L**LOGISTICS II (LGS200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Introduction to logistics management functions; customer service, order and information systems, inventory, materials flow, and transportation, warehousing, materials handling, procurement, global logistics, financial control. (Total tuition time: ± 96 hours)

P**PERSONAL SELLING I (PSG100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Introduction to the role of selling in the marketing mix and the task of a salesperson. The customer and the buying process. Communication (verbal, non-verbal, written, adaptive selling and styles). Sales knowledge. Managing yourself and your time (methods of acquiring professionalism in selling). The selling process. Special problems relating to selling services and selling in business markets, negotiation skills, ethics in selling, information and communication technology and practical applications. (Total tuition time: ± 96 hours)



PRACTICAL ACCOUNTING I (PAU100T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Accounting)**

Introduction to accounting, the accounting equation, books of prime entry, bank reconciliation statements, debtors and creditors control accounts. Adjustments, financial statements (sole trader), inventory (different systems and valuation), budgets and budgetary control, non-current assets and their disclosure, manufacturing accounts, cost-volume-profit analysis, different forms of enterprise, their financial statements and related matters, basic cost accounting and cost behaviour. (Total tuition time: ± 60 hours)

R**RETAIL BUSINESS MANAGEMENT I (RBM100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Retailing includes all the activities involved in the sale of goods and services to consumers for their personal, family or household use. Students will acquire an understanding of the wide variety of activities that retailers perform and the many services they render. Because a significant part of each retail rand spent pays for those retailing activities, students will learn to become more astute shoppers. In addition, they will learn how retailing fits into the broader scope of marketing and how it plays an important role in the total business system. Students will see the positive effect that retailing has on the South African economic system, i.e. gross domestic product, providing jobs and delivering one of the highest standards of living in the world. (Total tuition time: ± 96 hours)

RETAIL BUSINESS MANAGEMENT II (RBM200T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

This subject focuses on the diverse career opportunities available in retailing, addressing the broad spectrum of options that exist for the aspiring retailer. It covers all the issues relating to a retailing career, such as being a retail business owner, manager of an enterprise or an employee in a retailing business. This includes the status of retailing today, factors to take into consideration when planning for the external environment of retailing, the key decisions that should be made to ensure a successful retail strategy, ways to ensure profitability, and to what extent retailing is a rewarding career to pursue. (Total tuition time: ± 96 hours)

RETAIL BUSINESS MANAGEMENT III (RBM300T)**1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

The world of retailing has changed to such an extent in recent years that a fresh new approach is needed. South Africa has become part of the global village. This means that every retailer is affected by global sourcing. Buyers search the world for quality goods at the lowest possible price, assisted by efficient global logistics and distribution providers who keep the cost of getting the goods to the store or distribution centres low. The approach at this level is very specific and focuses on global aspects of retailing. This subject, therefore, introduces students to the global aspects of retail competition and global opportunities, as domestic markets become more saturated and the impact of globalisation on the retail practice is felt. (Total tuition time: ± 96 hours)

S**SHOPPING CENTRE MANAGEMENT I (SHM100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Logistics and Sport Management)**

Freeholds, mortgaged and leased centres, purpose and priority, people, patronage and potential, public relations, publicity and promotion, making a good entrance, the lease, traders as tenants, tenants as traders, focus on management, money matters, security, common area maintenance, insurance, alterations and improvements, occupational competence assignments. Freeholds, mortgaged and leased centres, purpose and priority, people, patronage and potential, public relations, publicity and promotion, making a good entrance, the lease, traders as tenants, tenants as traders, focus on management, money matters, security, common area maintenance, insurance, alterations and improvements, occupational competence assignments. (Total tuition time: ± 64 hours)

