

DIPLOMA IN RETAIL BUSINESS MANAGEMENT

Qualification code: DPRB19 - NQF Level 6 (360 credits)

SAQA ID:100964, CHE NUMBER: H16/14317/HEQSF

Campus where offered:

Pretoria Campus

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.

Recommended subject(s):

None.

Selection criteria:

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **22**.

Assessment procedures:

Applicants with a final APS of 24 and more will be admitted to the programme. Applicants with a score of 22 to 23 will be required to do the TUT potential assessment.

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

Admission requirement(s):

A National Certificate (Vocational) with a bachelor's degree or a diploma endorsement, 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: accounting, computer science, economics, finance, hospitality, information technology, management, marketing, office administration or tourism.

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. *Module credits:*
Module credits are shown in brackets after each module.

CURRICULUM

FIRST YEAR

| CODE | MODULE | NQF-L | CREDIT | PREREQUISITE MODULE(S) |
|-----------------------------------|---|-------|------------|------------------------|
| CAP105X | Communication for Academic Purposes | (5) | (10) | |
| CPL115X | Computer Literacy (first-semester module) | (5) | (10) | |
| CPL215X | Computer Literacy II (second-semester module) | (5) | (12) | Computer Literacy |
| INI125D | Information Literacy I (block module) | (5) | (2) | |
| LF1125X | Life Skills I (block module) | (5) | (2) | |
| PFS105D | Professional Selling I | (5) | (24) | |
| RBM105D | Retailing I | (5) | (24) | |
| ROM105D | Retail Operations Management I | (5) | (24) | |
| TOTAL CREDITS FOR THE FIRST YEAR: | | | 108 | |

SECOND YEAR

| CODE | MODULE | NQF-L | CREDIT | PREREQUISITE MODULE(S) |
|------------------------------------|---------------------------------|-------|------------|--------------------------------|
| ACP105D | Practical Accounting I | (5) | (24) | |
| COB205D | Consumer Behaviour | (5) | (24) | |
| RBM206D | Retailing II | (6) | (24) | Retailing I |
| ROM206D | Retail Operations Management II | (6) | (24) | Retail Operations Management I |
| SCM105D | Supply Chain Management I | (5) | (24) | |
| TOTAL CREDITS FOR THE SECOND YEAR: | | | 120 | |

THIRD YEAR

| CODE | MODULE | NQF-L | CREDIT | PREREQUISITE MODULE(S) |
|---------|---|-------|--------|-------------------------------------|
| COP206X | Communication for Occupational Purposes | (6) | (8) | Communication for Academic Purposes |
| FMR306D | Financial Management for Retailers II | (6) | (24) | Practical Accounting I |
| LBM306D | Law for Retailers | (6) | (24) | |
| RBM306D | Retailing III | (6) | (28) | Retailing II |



| | | | | |
|--------------------------------------|----------------------------------|-----|------------|---------------------------------|
| ROM306D | Retail Operations Management III | (6) | (24) | Retail Operations Management II |
| SCM206D | Supply Chain Management II | (6) | (24) | Supply Chain Management I |
| TOTAL CREDITS FOR THE THIRD YEAR: | | | 132 | |
| TOTAL CREDITS FOR THE QUALIFICATION: | | | 360 | |

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 module. On 12 September 2018, the syllabus content was defined as follows:

C

COMMUNICATION FOR ACADEMIC PURPOSES (CAP105X) 1 X 3-HOUR PAPER
(Module custodian: Department of Applied Languages)

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

COMMUNICATION FOR OCCUPATIONAL PURPOSES (COP206X) 1 X 3-HOUR PAPER
(Module custodian: Department of Applied Languages)

The module is designed to provide students with the skills necessary to engage meaningfully with English in both academic and professional environments. It aims to develop the students' note taking and reading skills, as well as writing skills by exposing them to a selection of written texts related to a specific field of study. On completion, students will have an understanding of the writing process and be able to plan, draft, revise and edit work for clarity, coherence, style and appropriateness. (Total tuition time: not available)

COMPUTER LITERACY (CPL115X) CONTINUOUS ASSESSMENT
(Module custodian: End User Computing Unit)

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

COMPUTER LITERACY II (CPL215X) CONTINUOUS ASSESSMENT
(Module custodian: End User Computing Unit)

This module will equip students with the ability to improve the application of mathematical, arithmetic and business calculations, logical statements, using advanced spreadsheet functions and formulas. Students should be able to integrate various skills at an advanced level, acquired from different applications to address the business needs. Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

CONSUMER BEHAVIOUR (COB205D) 1 X 3-HOUR PAPER
(Module custodian: Department of Marketing, Supply Chain 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)



F**FINANCIAL MANAGEMENT FOR RETAILERS II (FMR306D)****1 X 3-HOUR PAPER***(Module custodian: Department of Managerial Accounting and Finance)*

One of the core objectives in retailing is to operate a successful business that will profitably be sustainable in the long term. The main purpose of this module is to explain the process of financial management in retailing. To achieve this, students are guided in terms of the role of financial management in retailing, the key issues regarding financial management that should be addressed and the process of how to prepare a financial plan for a retail business. (Total tuition time: ± 96 hours)

I**INFORMATION LITERACY I (INI125D)****CONTINUOUS ASSESSMENT***(Module custodian: Directorate of Library and Information Services)*

Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)

L**LAW FOR RETAILERS (LBM306D)****1 X 3-HOUR PAPER***(Module custodian: Department of Law)*

This module provides students with a thorough understanding of the general principles regarding law of contract. The National Credit Act, 2005 (Act No. 34 of 2005), Consumer Protection Act, 2008 (Act No. 68 of 2008), contract of sale, lease, agency and insurance will all form part of the focus areas. This module aims at equipping students with detailed knowledge and allows them to develop the competency to analyse and solve problems relating to the general principles of the law of contract that is related to the management of a retail organisation. (Total tuition time: ± 96 hours)

LIFE SKILLS I (LF1125X)**CONTINUOUS ASSESSMENT***(Module custodian: Directorate of Student Development and Support)*

Academic, personal and socioemotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

P**PRACTICAL ACCOUNTING I (ACP105D)****1 X 3-HOUR PAPER***(Module 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)

PROFESSIONAL SELLING I (PFS105D)**1 X 3-HOUR PAPER***(Module custodian: Department of Marketing, Supply Chain and Sport Management)*

To have knowledge and an understanding of aspects and functions relating to professional selling. The topic deals primarily with selling concepts, processes, techniques and models. Topics addressed include: Selling as a profession, preparing for relationship selling, the selling process, and specialised aspects in selling. (Total tuition time: ± 96 hours)



R**RETAIL OPERATIONS MANAGEMENT I (ROM105D) 1 X 3-HOUR PAPER**

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

The principles of managing a retail organisation are explained. The module aims to describe how resources and activities should be managed in order to operate the retail organisation in the most profitable way possible. Students are also introduced to a basic business plan. (Total tuition time: ± 96 hours)

RETAIL OPERATIONS MANAGEMENT II (ROM206D) 1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

The focus of this module is on the business environment. Knowledge regarding entrepreneurship, social responsibility, operations management, human resource management and financial management are shared with students to give them the necessary competency to manage various divisions in an organisation. (Total tuition time: ± 96 hours)

RETAIL OPERATIONS MANAGEMENT III (ROM306D) 1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

This module aims to enlighten students on the different management strategies that can be followed in managing a retail organisation. One of the major focus areas includes an in-depth discussion and practical application of developing a business plan. (Total tuition time: ± 96 hours)

RETAILING I (RBM105D) 1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

Retailing includes all the activities involved in the selling of goods and services to consumers for their personal, family and household use. The module aims to provide a good foundation regarding the retailing environment and how it fits into the broader scope of the business environment. Students will develop an understanding of the important role retailing fulfils in contributing towards the economy and the value it adds in the supply chain. Focus will be on the various activities that retailers perform, the many services that they render as well as the strategies related to managing a retail organisation. (Total tuition time: ± 96 hours)

RETAILING II (RBM206D) 1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

This module will enable the student to acquire the necessary knowledge to develop a successful retail strategy. The major focus areas will be strategic retailing, merchandising and the retail communication mix. Students will also be acquainted with the important role of layout and design in retail business management. The concept of market research is also explained. (Total tuition time: ± 96 hours)

RETAILING III (RBM306D) 1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

The main purpose of this module is to expose students to the retail buying process which pertains to the global market. To achieve this, students are exposed to the various types of retail classifications. The role of a buyer in a specific classification is discussed and guidelines are given as to develop a buying plan that will best suit the needs of that particular retail organisation. This includes aspects such as attending to the type of merchandise offered, the exact amount of products needed, determining the timing of the purchase and how to follow through with a purchase. Some practical guidelines are given in terms of negotiating a purchase, developing private label merchandise as well as setting the prices for products. (Total tuition time: ± 96 hours)

S**SUPPLY CHAIN MANAGEMENT I (SCM105D) 1 X 3-HOUR PAPER**

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

An introduction to supply chain management, Supply chain management activities; procurement and logistics; inventory management; warehousing, materials handling, physical distributions, transportation, customer service, packaging, global supply chain management, public sector supply chain management. Inbound and outbound supply chain management. Demand forecasting, ICT in supply chain management. (Total tuition time: ± 96 hours)



SUPPLY CHAIN MANAGEMENT II (SCM206D)

1 X 3-HOUR PAPER

(Module custodian: Department of Marketing, Supply Chain and Sport Management)

Practical application of economic order quantity, financial aspects of logistics and supply chain management, forecasting supply chain requirements, design of storage and handling, equipment used in facilities, international transport, product returns and reverse logistics management. (Total tuition time: ± 96 hours)

