

## NATIONAL DIPLOMA: ENTREPRENEURSHIP\*

Qualification code: NDEU05 - NQF Level 6

Campus where offered: Pretoria and Polokwane campuses

### Important notification to new applicants:

No new applications will be accepted as from 2020. Students who enrolled 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 Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.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):**

Commercial subjects.

**Selection criteria:**

Selection is based on a departmental selection and a TUT potential assessment.

Symbol values: A = 10, B = 8, C = 6, D = 4, E = 2, F = 1.

The following formula will be used in the selection process:

1. Group 1 subjects: Accounting, Business Economics, Economics, English, Mathematics and Physical Science (weight: HG = 10, SG = 6, LG = 3).
  2. Group 2 subjects: All other subjects (weight: HG = 3, SG = 2, LG = 1).
- Multiply the value with the weight and add to get the total. A maximum of six subjects will be taken into consideration.
  - Preference will be given to accredited post-matric qualifications with an average of 65% per subject.
  - The cut-off point is 150. The Head of the Department reserves the right to lower or raise the cut-off point and to accept prospective students after a personal interview.
  - Competency in English is crucial.

• **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 3 for English (home language or first additional language) and 3 for Mathematics or Mathematical Literacy.

**Recommended subject(s):**

Commercial subjects.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **22**. A score of **18** is required for the National Diploma (Extended Curriculum).



**Assessment procedures:**

Applicants with a final APS of 22 and more will be admitted to the programme. Applicants with a score of 20 to 21 will be admitted to the National Diploma (Extended Curriculum). Applicants with a score of 18 to 19 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. *Work-Integrated Learning:*  
See Chapter 5 of Students' Rules and Regulations.
- h. *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 March 2005.)

<b>CURRICULUM</b>
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<b>FIRST YEAR</b>
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CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CEN150B	Communication I	(0,200)	
CRC100T	Credit Control I	(0,200)	
MRK130T	Marketing I	(0,200)	
SMB110T	Small Business Management I	(0,200)	
<b>plus one of the following subjects:</b>			
POM150T	Production Management I (only offered at the Polokwane Campus)	(0,200)	



PSG100T Personal Selling I (0,200)

TOTAL CREDITS FOR THE FIRST YEAR: 1,000

## SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
ADM100T	Administrative Management I	(0,200)	
MRK210T	Marketing II	(0,200)	Marketing I
SMB200B	Small Business Management II	(0,200)	Small Business Management I

### FIRST SEMESTER

LRL20AT Labour Relations and Law IIA (0,100)

### SECOND SEMESTER

LRL20BT Labour Relations and Law IIB (0,100)

TOTAL CREDITS FOR THE SECOND YEAR: 0,800

## THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CAE100T	Costing and Estimating	(0,200)	
MRK310T	Marketing III	(0,250)	Marketing II
SMB300B	Small Business Management III	(0,250)	Small Business Management II

### SECOND SEMESTER

EXP1SBM Work-Integrated Learning (0,500)

TOTAL CREDITS FOR THE THIRD YEAR: 1,200

TOTAL CREDITS FOR THE QUALIFICATION: 3,000

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

### A

**ADMINISTRATIVE MANAGEMENT I (ADM100T) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Management and Entrepreneurship)*

The role of administrative management. Organisation and structures. Management of the office and communication in the office. Office systems and procedures. Location and layout of the office. The office environment. Equipment and furniture. (Total tuition time: not available)

### C

**COMMUNICATION I (CEN150B) 1 X 3-HOUR PAPER**

*(Subject custodian: Department of Applied Languages)*

Developing basic communication skills through the four basic skills in language learning and usage. Communication theory, verbal and non-verbal communication, presentation skills, report writing, meetings and interviews. (Total tuition time: ± 90 hours)



**COSTING AND ESTIMATING (CAE100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Managerial Accounting and Finance)**

The basic methods and some selected techniques of cost accounting for application in the business environment. Cost elements, material costs, labour costs and overheads, job costing and manufacturing statements. The basic methods to calculate the profitability of a manufacturing concern, depreciation of assets, process costing, standard costing, cost-volume-profit analysis and budgets. (Total tuition time: not available)

**CREDIT CONTROL I (CRC100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Management and Entrepreneurship)**

Credit control by financial institutions, granting of credit to other businesses, industry and individuals. Forms of credit and business ownership, contracts or legally binding agreements, cheques and negotiable instruments and consumer credit. Consumer credit, business credit, terms and conditions of credit sales, collections, overdue accounts and export credit. (Total tuition time: not available)

**L****LABOUR RELATIONS AND LAW IIA (LRL20AT)****1 X 3-HOUR PAPER****(Subject custodian: Department of Law)**

Introduction to labour relations. Parties in the labour relationship. Environmental influences on labour relations. SA labour relations system. Collective bargaining. Negotiations. Dispute resolution. Discipline, dismissals and grievance procedure. (Total tuition time: ± 32 hours)

**LABOUR RELATIONS AND LAW IIB (LRL20BT)****1 X 3-HOUR PAPER****(Subject custodian: Department of Law)**

South Africa labour law. Common law. Basic Conditions of Employment Act, 1997 (Act No. 75 of 1997), the Employment Equity Act, 1998 (Act No. 55 of 1998), Unemployment Insurance Act, 2001 (Act No. 63 of 2001), Compensation for Occupational Injuries and Diseases Act, 1993 (Act No. 13 of 1993), Occupational Health and Safety Act, 1993 (Act No. 85 of 1993) and the Skills Development Act, 1998 (Act No. 97 of 1998). Labour Relations including strikes. (Total tuition time: ± 32 hours)

**M****MARKETING I (MRK130T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

The development, evaluation and implementation of marketing in various environments. The subject deals primarily with an analysis of marketing concepts, theories, facts, procedures, techniques and models. Topics addressed include: The concept and philosophy of marketing, the nature and scope of marketing, an overview of the marketing process, marketing as a functional component of an enterprise, the organisation of marketing, and marketing guidelines. Aspects are detailed pertaining to the marketing mix: product, price, place and promotion, and their integration. Emphasis is also placed on the implementation of communication strategies, and an overview of specialised markets. (Total tuition time: ± 96 hours)

**MARKETING II (MRK210T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

A review of marketing and marketing processes (specific revision of product, pricing, distribution), Organisational and marketing strategy: Partnering to build customer relationships marketing audit (nature and scope of marketing audit, conducting an audit, interpretation of findings), marketing planning (strategic planning, environmental analysis, goal formulation, business unit strategy: portfolio analysis, growth strategy, and marketing strategies (competitive strategy, target market strategy, competitive positioning strategy). Designing a customer-driven marketing strategy and integrated marketing mix. Marketing mix strategies (product strategy, price strategy, distribution strategy and communication strategy), retailing, wholesaling, marketing channel and supply chain management. (Total tuition time: ± 96 hours)

**MARKETING III (MRK310T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain and Sport Management)**

Practical application of the strategic analysis of macro-environmental, market, customer, competitors, internal and SWOT analysis. Applied fields in marketing that include: Retailing and channel management, service marketing, business-to-business marketing, not-for-profit marketing and digital marketing. (Total tuition time: ± 96 hours)



**P****PERSONAL SELLING I (PSG100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Marketing, Supply Chain 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)

**PRODUCTION MANAGEMENT I (POM150T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Operations Management)**

Production Management or Operational Management deals with the efficient production of goods and services. Students are introduced to the management principles of and effective ways in the production of goods and services in an organisation. (Total tuition time: ± 96 hours)

**S****SMALL BUSINESS MANAGEMENT I (SMB110T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Management and Entrepreneurship)**

Entrepreneurship and small business management in perspective. Basic business concepts. Identifying business ideas. Feasibility of business ideas. The business plan and the establishment of a new business. The different business functions: general management, the financial, marketing, operational, purchasing, inventory and human resource management functions and public relations. (Total tuition time: not available)

**SMALL BUSINESS MANAGEMENT II (SMB200B)****1 X 3-HOUR PAPER****(Subject custodian: Department of Management and Entrepreneurship)**

Certain aspects of human resource management for small businesses are examined. A study of the financial management of a small business. (Total tuition time: not available)

**SMALL BUSINESS MANAGEMENT III (SMB300B)****1 X 3-HOUR PAPER****(Subject custodian: Department of Management and Entrepreneurship)**

A study of strategic planning and the management of a small business. (Total tuition time: not available)

**W****WORK-INTEGRATED LEARNING (EXP1SBM)****WORK-INTEGRATED LEARNING****(Subject custodian: Department of Management and Entrepreneurship)**

Work-integrated learning is a compulsory component of the qualification. A student may do work-integrated learning with an accredited employer only. Although the University undertakes to assist students with placement for work-integrated learning, it is the student's own responsibility to find an accredited employer for a period of at least six months. The students themselves must negotiate conditions of service and other applicable conditions with the employer. An agreement about work-integrated learning constitutes a separate agreement between an employer and a student. Students must pass all the compulsory and chosen subjects, as well as the work-integrated learning component, to obtain sufficient credits for the qualification. (Total tuition time: not available)

