

# NATIONAL DIPLOMA: RETAIL BUSINESS MANAGEMENT

Qualification code: NDRB97 - NQF Level 6

Campus where offered: Pretoria Campus (day classes)  
Last year of new intake: 2018  
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

Key to asterisks:

\* Information does not correspond to information in Report 151.

(Deviations approved by the Senate in August 2005.)

## CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

### 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)

### SECOND SEMESTER

EUC10BT End-User Computing IB (0,083)

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 Retail Business Management II



SHM100T	Shopping Centre Management I	(0,200)
TOTAL CREDITS FOR THE THIRD YEAR:		<b>1,199</b>
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>

## 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 18 October 2019, 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, 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)

### 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: ± 30 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)***

To describe the theoretical contexts from which behaviour in labour relationships are studied and explain the components of a complex labour relations system, the composition and challenges in the South African labour market, apply labour legislation and labour relations management practices regarding retrenchment and termination of employment, strategies of trade unions, employer organisation, collective bargaining and organisational rights, as well as negotiations and dispute resolution and the nature of industrial action. (Total tuition time: ± 90 hours)

**L****LOGISTICS II (LGS200T)****1 X 3-HOUR PAPER*****(Subject custodian: Department of Marketing, Supply Chain 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, 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)

**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, Supply Chain 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, Supply Chain 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, Supply Chain 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, Supply Chain 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)

