

# 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:*

Acceptance is subject to available capacity according to the Student Enrolment Plan (SEP). Once a programme is full, a waiting list will be in place to provide an opportunity for applicants to fill places of those who did not register on time. Applicants will be informed of their status per official letter from the Office of the Registrar, alternatively, they can check their application status on the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

• **APPLICANTS WITH A SENIOR CERTIFICATE OBTAINED BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification.

**Recommended subject(s):**

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

• **APPLICANTS WITH A NATIONAL SENIOR CERTIFICATE OBTAINED 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 Technical 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** (excluding Life Orientation).

**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.

• **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 40% for Mathematics or 50% for Mathematical Literacy, 40% for Life Orientation (excluded for APS calculation), and 50% for any other three compulsory vocational subjects.

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 **24** (excluding Life Orientation).

**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.

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

**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:			<b>108</b>	

**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:			<b>120</b>	

**THIRD YEAR**

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
COP206X	Communication for Occupational	(6)	(8)	Communication for Academic



	Purposes			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:			<b>132</b>	
TOTAL CREDITS FOR THE QUALIFICATION:			<b>360</b>	

## 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. At time of publication, the syllabus content was defined as follows:

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#### **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 Finance and Investment)*

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)

