



**DEPARTMENT OF BUSINESS MANAGEMENT**  
**(SOUTH AND GEORGE CAMPUSES)**

**GENERAL INFORMATION FOR**  
**UNDERGRADUATE AND POSTGRADUATE STUDENTS OF**  
**BUSINESS MANAGEMENT**

**2020**

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## **GENERAL**

A special word of welcome to all first-year students. We trust that your studies will not only be academically successful but that you will also enjoy the multifaceted field of Business Management. The purpose of this information booklet is to provide new and existing students of Business Management with specific information and guidelines regarding their studies. Please note that all Business Management classes are presented in English.

To begin with, a word regarding Business Management. One of the best known descriptions of Business Management is the one that states that this subject is a science which occupies itself with the study of how a firm can operate in the best way, in order to provide the consumer with the desired goods and services so that the firm can also achieve its financial (and other) goals. By including all institutions using limited factors of production in order to satisfy needs, the spectrum and field of study of Business Management can be broadened. In short, the principles of Business Management are applicable to private firms aiming at profit maximisation, government departments, municipalities, churches, schools, or, as already mentioned, any other institution dealing with scarce resources.

It is important to note that Business Management is not only a theoretical science, but also a **practical** or **applied** science. Business Management is not practised merely for the sake of the science, neither does it search for knowledge for the sake of knowledge, but to assist institutions (such as enterprises in the private sector) in the pursuit of goal achievement. Therefore Business Management is at the same time also a **normative** science: proceeding on the assumption that a certain goal should be achieved, this science provides certain guidelines. Hence the statement that Business Management represents a versatile and challenging field of study.

**The study of Business Management as a theoretical, normative and applied science requires a high degree of devotion. It is also a difficult subject. This is why you should adopt a positive attitude.** Take your studies seriously right from the beginning of the year and maintain a healthy balance in your time allocation. Sport, leisure and other non-academic activities are important, but they must never dominate your academic programme. You will have to decide for yourself when to work and when to relax.

The members of the Department of Business Management undertake to do everything in their power to assist you in completing your studies in this subject successfully. You should not hesitate to consult the lecturer concerned when you experience problems, uncertainties and the like with your studies. **Consultation hours are indicated on each lecturer's office door. Please adhere strictly to these hours, or make specific appointments.** The office telephone number as well as the e-mail address of each lecturer is listed in this guide. Therefore there is no reason why you cannot contact your lecturer for assistance. Visit the departmental website at <http://www.mandela.ac.za/busman> for further information.

## **2 DEPARTMENTAL MISSION STATEMENT, LONG-TERM OBJECTIVES AND KEY VALUES**

### **2.1 DEPARTMENTAL MISSION STATEMENT**

The development of high-level human resources by:

- equipping learners with outcomes-based knowledge and business skills;
- committing to purposeful research;
- maintaining a worthy academic structure; and
- being future-oriented and receptive to the needs of our stakeholders.

### **2.2 LONG-TERM OBJECTIVES**

The long-term objectives of the Department of Business Management are particularly vested in the domains of formal teaching, research, community service and strategic management.

#### **Formal teaching**

- To design all curriculum contents in accordance with scientific theoretical requirements as well as those of contemporary business practice.
- To implement a variety of teaching strategies which meet the specific requirements of situational effective teaching and learning.
- To investigate and implement on an ongoing basis new possibilities to improve teaching methods and results.

#### **Research**

- To establish and realise a creative research culture in the Department.

#### **Community service**

- To positively build up the image and identity of the Department among different stakeholders.

#### **Strategic management**

- To establish and realise a strategic management approach. Teamwork through a participative management style forms an important component.

### **2.3 KEY VALUES**

It is of the utmost importance to the members of the department to uphold the six values of the Nelson Mandela University while pursuing the attainment of the long-term objectives of the department. The values are:

- **Diversity**
- **Excellence** in teaching, learning, research and engagement
- **Ubuntu**
- **Social justice and equality**
- **Integrity**
- **Environmental stewardship**

### 3 **STAFF**

The Director of the School of Management Sciences is **Professor Madéle Tait**.

#### 3.1 **SOUTH CAMPUS**

(i) **Mr T Matchaba-Hove**  
**Lecturer in Business Management and Head of Department**

**Office** MB1105  
**Telephone** 041 504-4064  
**E-Mail** tony.matchaba-hove@mandela.ac.za

**Main tasks and area of teaching**

- Academic and administrative management of the Department
- All problems, complaints and the like which you cannot sort out with the lecturer concerned may be discussed with the Head of Department
- Coordinator: Principles of Estate Planning (EBFV301)
- Coordinator: Financial Planning Practice Management (EBFV312)
- Financial Planning Environment (EBFD401)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)

(ii) **Prof SM Farrington**  
**Professor in Business Management**

**Office** MB1107  
**Telephone** 041 504-2203  
**E-Mail** shelley.farrington@mandela.ac.za

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (EB121)
- Entrepreneurship and Small Business Management (EBMN410)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

(iii) **Prof S Perks**  
**Professor in Business Management**

**Office** MB1111  
**Telephone** 041 504-1126  
**E-Mail** sandra.perks@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Marketing Research (EBMV231)
- Coordinator: Customer Relationship (EBFV202)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

(iv) **Prof C Rootman**  
**Professor in Business Management**

**Office** MB1108  
**Telephone** 041 504-4063  
**E-Mail** chantal.rootman@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Financial Management (EBMV301)
- Coordinator: Advanced Strategic Marketing Management (EBMI402)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

(v) **Prof EE Smith**  
**Professor in Business Management**

**Office** MB1123  
**Telephone** 041 504-2033  
**E-Mail** elroy.smith@mandela.ac.za

**Main tasks and area of teaching**

- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

(vi) **Prof FW Struwig**  
**Professor in Business Management**

**Office** MB1101  
**Telephone** 041 504-2475  
**E-mail** miemie.struwig@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Business Research (EBMR420)
- Coordinator: Honours treatises (EBML410)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

(vii) **Prof E Venter**  
**Professor in Business Management**

**Office** MB1112  
**Telephone** 041 504-2204  
**E-Mail** elmarie.venter@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Entrepreneurship and Small Business Management (EBMN410)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

**(viii) Prof J Krüger**  
**Associate Professor in Business Management**

**Office** MB1109  
**Telephone** 041 504-1124  
**E-Mail** janine.krueger@mandela.ac.za

**Main tasks and area of teaching**

- Financial Management (EBMV301)
- Coordinator: Advanced Investment Management (EBMG402)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBM600/EBMV600)

**(ix) Dr R Lillah**  
**Senior Lecturer in Business Management**

**Office** MB1117  
**Telephone** 041 504-2157  
**E-Mail** riyadh.lillah@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: General and Strategic Management (EBMV302)
- Coordinator: Corporate Citizenship (EBMX401)
- Honours treatises (EBML410)
- Masters dissertations (EBMV500)
- Doctoral theses (EBM600/EBMV600)

**(x) Dr V Msuthwana**  
**Senior Lecturer in Business Management**

**Office** MB1122  
**Telephone** 041 504-2031  
**Email** vusumzi.msuthwana@mandela.ac.za

**Main tasks and area of teaching**

- Marketing Management (EBMV201)
- Investment Management (EBFV242)
- Coordinator: Advanced Strategic Management (EBMH411)
- Coordinator: Advanced Financial Management (EBMJ402)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBMV600)

(xi) **Ms J Palframan**  
**Senior Lecturer in Business Management**

**Office** MB1115  
**Telephone** 041 504-2577  
**E-Mail** jackie.palframan@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Integrated Financial Planning (EBFV302)
- Coordinator: Financial Planning Environment (EBFD401)
- Coordinator: Personal Financial Planning (EBFD411)
- Coordinator: Corporate Financial Planning (EBFD402)
- Coordinator: Financial Planning Case Study (EBFD412)
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)

(xii) **Dr S Beck**  
**Lecturer in Business Management**

**Office** MB1102  
**Telephone** 041 504-1392  
**Email** shelley.beck@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Introduction to the Business Functions (EB122)
- Coordinator: Marketing Management (EBMV201)
- Coordinator: International Marketing Management and Strategy (EBMV322) / International Trade and Marketing Environment (EBMV312)
- Business Research (EBMR420) – online support
- Honours treatises (EBML410)
- Masters dissertations (EBM500/EBMV500)
- Doctoral theses (EBMV600)

(xiii) **Dr A Deliwe**  
**Lecturer in Business Management**

**Office** MB1103  
**Telephone** 041 504-2021  
**E-mail** ayanda.deliwe@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Purchasing and Logistics Management (EBMV202)
- General and Strategic Management (EBMV302)
- Honours treatises (EBML410)
- Masters dissertations (EBMV500)
- Doctoral theses (EBMV600)



**(xiv) Ms BA Gray**  
**Lecturer in Business Management**

**Office** MB1110  
**Telephone** 041 504-4065  
**E-Mail** [beverley.gray@mandela.ac.za](mailto:beverley.gray@mandela.ac.za)

**Main tasks and area of teaching**

- Coordinator: Introduction to Business Management and Entrepreneurship (EB121)
- Introduction to the Business Functions (EB122)
- Coordinator: Marketing Communications Management (EBMV212)
- Honours treatises (EBML410)
- Masters dissertations (EBMV500)

**(xv) Ms J Kinsman**  
**Lecturer in Business Management**

**Office** MB1120  
**Telephone** 041 504-2156  
**E-Mail** [jasmine.kinsman@mandela.ac.za](mailto:jasmine.kinsman@mandela.ac.za)

**Main tasks and area of teaching**

- Coordinator: Personal Financial Planning (EBFV201)
- Coordinator: Corporate Financial Planning (EBFV222)
- Coordinator: Principles of Retirement Planning (EBFV311)
- Personal Financial Planning (EBFD411)
- Corporate Financial Planning (EBFD402)
- Financial Planning Case Study (EBFD412)
- Honours treatises (EBML410)
- Masters dissertations (EBMV500)

**(xvi) Dr A Nelmapius**  
**Lecturer in Business Management**

**Office** MB1118  
**Telephone** 041 504-1175  
**E-Mail** [albert.nelmapius@mandela.ac.za](mailto:albert.nelmapius@mandela.ac.za)

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (Coordinator of Augmented EBC1X1)
- Introduction to Business Management and Entrepreneurship (Coordinator of Augmented EBC1X2)
- Coordinator: Internet Marketing (EBMV332)
- Honours treatises (EBML410)
- Masters dissertations (EBMV500)
- Doctoral theses (EBMV600)

**(xvii) Mr R Pandie**  
**Associate Lecturer in Business Management**

**Office** MB1116  
**Telephone** 041 504-4835  
**Email** raaiq.pandie@mandela.ac.za

**Main tasks and area of teaching**

- Coordinator: Fundamentals of Personal Finance (EBF1001)
- Personal Financial Planning (EBFV201)
- Coordinator: Risk Management (EBFV211)
- Coordinator: Investment Management (EBFV242)

**(xviii) Ms S Matomela**  
**Junior Lecturer in Business Management**

**Office** MB1114  
**Telephone** 041 504-4102  
**Email** sanele.matomela@mandela.ac.za

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (EB121)
- Coordinator: Entrepreneurship (EBMV122)
- Purchasing and Logistics Management (EBMV202)
- Honours treatises (EBML410)

**(xix) Ms S Sidat**  
**Junior Lecturer in Business Management**

**Office** MB1114  
**Telephone** 041 504-4102  
**Email** sumaiya.sidat@mandela.ac.za

**Main tasks and area of teaching**

- Marketing Management (EBMV201)
- Marketing Research (EBMV231)
- Customer Relationship (EBFV202)
- Coordinator: Business Ethics in Financial Planning (EBFV212)
- Honours treatises (EBML410)

**(xx) Mr S Watson**  
**Junior Lecturer in Business Management**

**Office** MB1121  
**Telephone** 041 504-2696  
**Email** stormw@mandela.ac.za

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (EB121 and Augmented EBC1X1)
- Introduction to the Business Functions (EB121 and Augmented EBC1X2)
- Business Research (EBMR420) – online support

**(xxi) Ms N Adams**  
**Secretary – HOD and Postgraduate studies**

**Office** MB1104  
**Telephone** 041 504-2201  
**E-mail** nasreen.adams@mandela.ac.za

**(xxii) Ms V Vinqi**  
**Administrative assistant – Undergraduate studies**

**Office** MB1106  
**Telephone** 041 504-4745  
**Email** vuyokazi.vinqi@mandela.ac.za

**(xxiii) Mr H Hayidakis**  
**Department social media and digital assistant**

**Office** MB1121  
**Telephone** 041 504-2696  
**Email** haydnh@mandela.ac.za

### 3.2 GEORGE CAMPUS

**(i) Mr AC Peters**  
**Lecturer in Business Management**

**Office** Admin building 0149  
**Telephone** 044 801-5587  
**E-mail** arthur.peters@mandela.ac.za

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (EB121)
- Introduction to the Business Functions (EB122)
- Purchasing and Logistics Management (EBMV202)

**(ii) Ms N Madzunya**  
**Associate Lecturer in Business Management**

**Office** Admin building 0248  
**Telephone** 044 801-5570  
**E-mail** ntsundenim@mandela.ac.za

**Main tasks and area of teaching**

- Introduction to Business Management and Entrepreneurship (Augmented EBC1X1)
- Introduction to the Business Functions (Augmented EBC1X2)
- Marketing Management (EBMV201)
- General and Strategic Management (EBMV302)
- International Trade and Marketing Environment (EBMV312)
- Honours treatises (EBML410)

(iii) **Dr J van der Berg**  
**Contract Lecturer in Business Management**

**Office** Admin building, 2nd Floor, Room 148  
**Telephone** 044 801-5014  
**E-mail** jan.vanderberg@mandela.ac.za

**Main tasks and area of teaching**

- Fundamentals of Personal Finance (EBF1001)
- Financial Management (EBMV301)
- Honours treatises (EBML410)

(iv) **Ms C Cupido**  
**Administrative assistant**

**Office** Admin 0144  
**Telephone** 044 801-5570  
**Email** charlene.cupido@mandela.ac.za

#### 4 **SEMESTER AND RECESS DATES**

The semester dates for 2020 are as follows:

<b>Semester</b>	<b>Lectures commence</b>	<b>Last day of lectures</b>
Semester 1	Monday 3 February	Friday 8 May
Semester 2	Monday 8 July	Friday 2 October

Please note: EBMV312 lectures take place during the third term only.

Please consult the recess periods below for the recess dates during semester one and semester two. The recess dates for 2020 are as follows:

<b>Recess commences</b>	<b>Last day of recess</b>
Wednesday 1 January	Sunday 2 February
Saturday 21 March	Sunday 29 March
Saturday 6 June	Sunday 5 July
Saturday 19 September	Sunday 27 September
Wednesday 31 October	Thursday 31 December

#### 5 **WRITTEN EXAMINATIONS**

Written examinations organised by the Examinations Department are scheduled as follows in 2020:

<u>First semester</u>	Wednesday, 13 May – Friday, 5 June
<u>Second semester</u>	Wednesday, 7 October – Friday, 30 October

Re-examinations for the modules offered during the first semester will take place from Monday, 29 June 2020 to Friday, 3 July 2020. Re-examinations for the modules offered during the second semester will take place either in November/December 2020 or in January 2021. Please consult the 2020 online academic calendar for updated information.

## 6 UNDERGRADUATE MODULES

Modules offered by the department on the South campus are:

YEAR LEVEL	FIRST SEMESTER (FEBRUARY – JUNE)	SECOND SEMESTER (JULY – NOVEMBER)
FIRST	Introduction to Business Management and Entrepreneurship (Incl. Augmented) EB121/EBC1X1	Introduction to the Business Functions (Incl. Augmented) EB122/EBC1X2 Entrepreneurship EBMV122 Fundamentals of Personal Finance EBF1001
SECOND	Marketing Management EBMV201 Personal Financial Planning EBFV201 Risk Management EBFV211	Purchasing and Logistics Management EBMV202 Marketing Research EBMV231 Marketing Communications Management EBMV212 Corporate Financial Planning EBFV222 Investment Management EBFV242 Customer Relationship Management EBFV202 Business Ethics in Financial Planning EBFV212
THIRD	Financial Management EBMV301 Estate Planning EBFV301 Retirement Planning EBFV311	General and Strategic Management EBMV302 Internet Marketing Strategies EBMV332 International Marketing Management and Strategy EBMV322 International Trade and Marketing Environment* EBMV312 Integrated Financial Planning EBFV302 Financial Planning Practice Management EBFV312

\* Third term module

The table below summarises the various corresponding module codes for the undergraduate modules offered by the department.

<b>Module name</b>	<b>Module code dependent on programme – phasing out or new</b>
Introduction to Business Management and Entrepreneurship	<b>EB121</b> ; EB101; EBC101; EBCV101
Introduction to Business Management and Entrepreneurship – Augmented	<b>EBC1X1</b> ; EB1X1
Introduction to the Business Functions	<b>EB122</b> ; EB102; EBC102; EBCV102
Introduction to the Business Functions – Augmented	<b>EBC1X2</b> ; EB1X2
Entrepreneurship (for Humanities and Social Sciences)	<b>EBMV122</b> ; EBMV1X2; EBM116
Marketing Management	<b>EBMV201</b> ; EBM201
Purchasing and Logistics Management	<b>EBMV202</b> ; EBM202
Financial Management	<b>EBMV301</b> ; EBM301
General and Strategic Management	<b>EBMV302</b> ; EBM302
Marketing Research	<b>EBMV231</b>
Marketing Communications Management	<b>EBMV212</b> ; EBM203
Internet Marketing Strategies	<b>EBMV332</b> ; EBM304
International Marketing Management and Strategy	<b>EBMV322</b> ; EBM305; EBMV305
International Trade and Marketing Environment	<b>EBMV312</b> ; EBM333
Personal Financial Planning	<b>EBFV201</b> ; EBF201
Corporate Financial Planning	<b>EBFV222</b> ; EBF204
Risk Management	<b>EBFV211</b> ; EBF205
Investment Management	<b>EBFV242</b> ; EBF206
Customer Relationship Management	<b>EBFV202</b> ; EBF207
Business Ethics	<b>EBFV212</b> ; EBF209
Principles of Estate Planning	<b>EBFV301</b> ; EBF302
Principles of Retirement Planning	<b>EBFV311</b> ; EBF303
Integrated Financial Planning	<b>EBFV302</b> ; EBF304
Financial Planning Practice Management (previously EBF208)	<b>EBFV312</b> ; EBF308
Fundamentals of Personal Finance	<b>EBF1001</b>

All final examinations take place on a **semester** basis (either in June or November).

## **7 UNDERGRADUATE TIMETABLE AND VENUES**

The lecture (class) groups on the South Campus are duplicated for EB121, EB122, EBMV201 and EBMV202 only. Please note that not all the modules are presented in the evening. **Please consult your personalised timetable as given at registration, as it may change from those provided below.** The lecture times and venues provided are only for the South Campus modules. Missionvale and George Campuses' lecture timetables and venues will be provided to students at registration.

**Please note: Confirm times and venues with your personalised timetable.**

**(i) First-year modules**

Lecture group	Day	Time	Timetable group	Venue
EB121, EB122 A Surnames A-M	Mondays Wednesdays	09:05 – 10:15 14:25 – 15:35	Mo03 + Mo04 We11 + We12	123 00 07 123 00 07
EB121, EB122 B Surnames N-Z	Tuesdays Fridays	14:25 – 15:35 09:05 – 10:15	Tu11 + Tu12 Fr03 + Fr04	123 00 07 123 00 07
EBMV122 A	Mondays Wednesdays	07:45 – 08:55 09:05 – 10:15	Mo01 + Mo02 We03 + We04	35 00 01 35 00 17
EBMV122 B	Tuesdays Thursdays	15:45 – 16:55 15:45 – 16:55	Tu13 + Tu14 Th13 + Th14	35 00 05 35 00 05

**(ii) Second-year modules**

Lecture group	Day	Time	Timetable group	Venue
EBMV201 A	Tuesdays Fridays	14:25 – 15:35 09:05 – 10:15	Tu11 + Tu12 Fr03 + Fr04	35 00 04 35 00 40
EBMV201 B	Wednesdays Fridays	09:05 – 10:15 14:25 – 15:35	We03 + We04 Fr11 + Fr12	35 00 40 35 00 40
EBMV202 A	Tuesdays Fridays	14:25 – 15:35 09:05 – 10:15	Tu11 + Tu12 Fr03 + Fr04	123 00 26 35 00 05
EBMV202 B	Wednesdays Fridays	09:05 – 10:15 09:05 – 10:15	We03 + We04 Fr03 + Fr04	35 00 05 35 00 04
EBMV231	Tuesdays Thursdays	11:45 – 12:55 14:25 – 15:35	Tu07 + Tu08 Th11 + Th12	35 00 16 35 00 16
EBMV212	Mondays Wednesdays	09:05 – 10:15 14:25 – 15:35	Mo03 + Mo04 We11 + We12	05 00 03 35 01 01
EBFV201	Mondays Thursdays	14:25 – 15:35 07:45 – 08:55	Mo11 + Mo12 Th01 + Th02	35 01 01 35 00 27
EBFV222	Tuesdays Thursdays	10:25 – 11:35 10:25 – 11:35	Tu05 + Tu06 Th05 + Th06	06 -01 05 08 -01 09
EBFV211	Tuesdays Wednesdays	11:45 – 12:55 10:25 – 11:35	Tu07 + Tu08 Th05 + Th06	08 -01 09 123 00 02

Lecture group	Day	Time	Timetable group	Venue
EBFV242	Mondays Wednesdays	14:25 – 15:35 14:25 – 15:35	Mo11 + Mo12 We11 + We12	08 -01 33 05 00 03
EBFV202	Mondays Wednesdays	10:25 – 11:35 10:25 – 11:35	Mo05 + Mo06 We05 + We06	35 00 04 35 00 04
EBFV212	Mondays	15:45 – 16:55	Mo13 + Mo14	35 01 01

(iii) **Third-year modules**

Lecture group	Day	Time	Timetable group	Venue
EBMV301	Mondays Wednesdays	14:25 – 15:35 11:45 – 12:55	Mo11 + Mo12 We07 + We08	35 00 05 35 00 40
EBMV302	Tuesdays Thursdays	09:05 – 10:15 14:25 – 15:35	Tu03 + Tu04 Th11 + Th12	123 00 26 123 00 07
EBMV332	Mondays Fridays	14:25 – 15:35 07:45 – 08:55	Mo11 + Mo12 Fr01 + Fr02	35 00 18 35 00 01
EBMV322	Tuesdays Thursdays	11:45 – 12:55 09:05 – 10:15	Tu07 + Tu08 Th03 + Th04	04 00 03 05 00 03
EBFV301	Mondays	17:05 – 18:15	Mo15 + Mo16	35 00 04
EBFV311	Fridays Fridays	11:45 – 12:55 14:25 – 15:35	Fr07 + Fr08 Fr11 + Fr12	06 -01 17 05 00 05
EBFV302	Fridays	08:20 – 10:15	Fr02+Fr03+Fr04	35 00 14
EBFV312	Wednesdays Fridays	09:05 – 10:15 10:25 – 11:35	We03 + We04 Fr05 + Fr06	35 00 15 35 00 17

**8 UNDERGRADUATE PRESCRIBED BOOKS****FIRST YEAR****Modules EB121, EB122, EBC1X1 and EBC1X2**

Bosch, J.K., Tait, M. & Venter, E. (Eds.). 2018. *Business management: An entrepreneurial perspective*. 3<sup>rd</sup> edition. Port Elizabeth: Prudentia.

**Module EBMV122**

Mmako, N.M., Shambare, R., Dhliwayo, S. & Radipere, S. (Ed.). 2017. *Entrepreneurial skills*. Pretoria: Van Schaik.



**Module EBF1001**

Swart, N. 2007. *Managing your money: Basic financial skills for South Africans*. 2<sup>nd</sup> edition. Pretoria: Van Schaik.

**SECOND YEAR****Module EBMV201**

Kotler, P., Armstrong, G. & Tait, M. 2016. *Principles of marketing: Global and Southern African perspectives*. 2<sup>nd</sup> edition. Cape Town: Pearson.

**Module EBMV202**

Badenhorst-Weiss, J.A., Cilliers, J.O., Dlamini, W. & Ambe, I.M. 2018. *Purchasing and supply management*. 7<sup>th</sup> edition. Pretoria: Van Schaik.

**Module EBMV231**

Wiid, J. & Diggines, C. 2015. *Marketing research*. 3<sup>rd</sup> edition. Cape Town: Juta and Company Ltd.

**Module EBMV212**

Shimp, T.A. & Andrews, J.C. 2014. *Advertising, promotion, and other aspects of integrated marketing communications*. South African edition. Hampshire, UK: Cengage Learning EMEA.

**Module EBFV201**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L., Palframan, J. & Rabenowitz, P. 2019. *Fundamentals of financial planning*. Butterworth: LexisNexis.

**Module EBFV222**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L., Palframan, J. & Rabenowitz, P. 2019. *Fundamentals of financial planning*. Butterworth: LexisNexis.

**Module EBFV211**

Reida, G.E. & McNamara, M.J. 2014. *Principles of risk management and insurance*. Global edition, 12<sup>th</sup> edition. USA: Pearson.

**Module EBFV242**

Reilly, F.K. & Brown, K. C. 2015. *Analysis of investments and management of portfolios*. Europe, Middle East and Africa Edition. Australia: Cengage Learning.

**Module EBFV202**

Berndt, A & Tait, M. (Eds). 2019. *Relationship marketing and customer relationship management*. 4<sup>th</sup> edition. Lansdowne: Juta.

**Module EBFV212**

Ghillyer, A. 2018. *Business ethics now*. 5<sup>th</sup> edition. New York: McGraw-Hill.

**THIRD YEAR****Module EBMV301**

Besley, S., Brigham, E.F. & Sibini, A.B. 2015. *Corporate Finance: A South African Perspective*, 1<sup>st</sup> edition. United Kingdom: Cengage Learning.

**Modules EBMV302**

Louw, L. & Venter, P. Eds. 2019. *Strategic Management: Towards Sustainable Strategies in Southern Africa*. 4<sup>th</sup> Edition. Cape Town: Oxford Press.

**Module EBMV332**

Strauss, J. & Frost, R. 2013. *E-Marketing*. 7<sup>th</sup> edition. Cape Town: Pearson.

**Module EBMV322 and EBMV312**

Doole, I., Lowe, R. Kenyon, A.J. 2016. *International marketing strategy: Analysis, development and implementation*. 7<sup>th</sup> edition. United Kingdom: Cengage Learning.

**Module EBFV301****Textbook for EBF301 financial planning students:**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L. & Rabenowitz, P. 2020. *South African financial planning handbook*. Butterworth: LexisNexis.

**Textbook for EBFV301 non-financial planning students:**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L., Palframan, J. & Rabenowitz, P. 2019. *Fundamentals of financial planning*. Butterworth: LexisNexis.

**Module EBFV311, EBFV302**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L. & Rabenowitz, P. 2020. *South African financial planning handbook*. Butterworth: LexisNexis.

**Module EBFV312**

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L. & Rabenowitz, P. 2020. *South African financial planning handbook*. Butterworth: LexisNexis.

Rossini, L. & Maree, J. 2015. *The business of financial advice – A guide for financial advisers to building a service-based business*. South Africa: Juta.

**9 PERIODICALS**

At great cost important periodicals are ordered for the Department of Business Management by the Nelson Mandela University library. You are expected to read the following periodicals, not only for the compulsory assignments, but also to get acquainted with business life.

Agrekon  
Management Dynamics  
California Management Review  
Financial Analysts Journal  
Financial Management

Acta Commercii  
Business Horizons  
Engineering Economist  
Financial Executive  
Financial Planner: FPI

Fortune	Forum
Harvard Business Review	Industrial Marketing Management
Journal of Business	Journal of Business Finance and Accounting
Journal of Management Studies	Journal of Marketing
Journal of Marketing Research	Journal of Marketing Science
Management Review	Research for Marketing
South African Journal of Business Management	Stock Exchange Monthly Bulletin
Strategic Management Journal	The Purchasing Digest SA
The Investment Analysts Journal	
Trends	

## 10 **GENERAL LEARNING OUTCOMES**

Study guides will be provided to all students at the beginning of each semester. Students will also be expected to do supplementary reading. Particulars will be given to students during the lectures. Students should study the relevant sections in the prescribed textbooks thoroughly **before** the work is dealt with in class. Fruitful class discussions and the success of your studies will depend to a large degree on whether you **have prepared in advance**. Should you experience any learning difficulties it is your responsibility to make contact with your lecturer concerned. At first year level your lecturer can refer you to the Supplementary Instruction groups offered.

The most important accomplishments expected of students in the different Business Management modules are divided into three groups according to the general learning outcomes. These three groups are **verbal information, intellectual abilities** (including understanding and insight) and **attitude**.

In the first instance, there will always be certain terms, concepts, guidelines, principles, structures etc. which must be understood and memorised in such a way that they will be reproduced correctly during a test, examination or any other evaluation opportunity. This area of study is described as **verbal information**. Normally, more achievements in the verbal information area will be expected of you at the beginning of each module than towards the end of the module. In the learning outcomes which will be given to you for each module the accomplishments expected of you for this area of study will be specified as certain essential contents which you should be able to **explain, name, list and describe**.

In the second instance there are calculations, interpretations, applications and the identification of mutual relationships within the subject area which will be expected of you. For instance, you could be asked to relate new information to accepted principles, or to find solutions to practical problems following the acquisition of certain guidelines. These accomplishments relate to the area of **intellectual skill and insight**. Activities such as **multiple choice questions, classification questions, scientific assignments, and case studies** will be used to test and practise your ability in this area of study. These types of prerequisites will usually increase in proportion to the progression of a module. This prerequisite for a more qualitative control also increases proportionately as you progress with your Business Management studies over the semesters.

**Attitude** is the third area of study. It is an important aim of all the lecturers in Business Management to create or ensure a positive attitude within students towards the subject. Because this goal is continually sought, it is not normally repeated in the phrasing of the objectives in respect of each module. Your attitude will be reflected by the standard and consistency of your accomplishments, your actual interest in Business Management, your class attendance, the questions you ask, the respect you show for others' language, feelings, your conversations with your lecturers and your willingness to do more than the bare stipulated minimum.

## **11 CLASS ATTENDANCE, CLASS PERFORMANCE, EVALUATIONS AND CALCULATION OF FINAL MARKS**

The Department of Business Management is aware that some students adopt a reckless attitude with regard to class attendance and the completion/submission of class evaluations. The importance of these issues is also highlighted in the Nelson Mandela University Prospectus 2020, which can be downloaded from the official university website (<http://www.mandela.ac.za>). We would like to draw your attention to the following:

- (i) The Nelson Mandela University is a residential university, and class attendance and participation in class activities are **compulsory**. (Refer to the Nelson Mandela University Prospectus 2020).
- (ii) Opportunities are provided for students to participate in class evaluations, assignments and semester (also called module) tests. Notice of these activities is given **well in advance**. Students therefore cannot claim that they were unaware of, or had insufficient time to prepare, as an excuse for unsatisfactory performance. (Refer to the Nelson Mandela University Prospectus 2020).
- (iii) Tests, as well as a number of continuous class evaluations, are scheduled for each module. A module comprises of a number of study units. This will take place after the completion of one or more study units (at the discretion of the lecturer concerned). **Since large numbers of students are involved and for the sake of good order, students should not even consider asking for the postponement of an evaluation.** However, any direct test clashes with other modules (i.e., time and date of other module clashes with Business Management) must be reported immediately to the Business Management lecturer concerned.
- (iv) Departmental class evaluation policy

Many semester test dates are known well in advance (see section 12).

### **FIRST YEAR STUDENTS**

**EB121 and EB122** – Semester tests are **compulsory** for all students. The **average mark** of the two semester tests will be considered when calculating the class mark for EB121. All three tests are **compulsory** for EB122 and the two highest semester marks will be considered when calculating the class mark for EB122.

**EBMV122** – Both semester tests are **compulsory** for all students. The average mark of the two semester tests will be considered when calculating the class mark.

## **SECOND YEAR STUDENTS**

**EBMV201** – Semester tests are **compulsory** for all students. All three tests are compulsory for EBMV201 and the two highest marks will be considered when calculating the class mark for EBMV201.

**EBMV202, EBMV212, EBFV201, EBFV222, EBFV211, EBFV242, EBFV202 and EBFV212** – **Both (all three for EBFV242)** semester tests are **compulsory** for all students. The **average mark** of the two/three semester tests will be considered when calculating the class mark.

## **THIRD YEAR STUDENTS**

**EBMV301, EBMV302, EBMV332, EBMV322, EBFV301, EBFV311, EBFV302 and EBFV312** – **Both** semester tests are **compulsory** for all students. The **average** of the two tests will be used when calculating the class mark.

**EBMV312** – There is **only one** semester test that is **compulsory** for all students. This mark will be considered when calculating the class mark.

### (v) Illness during evaluations

Should a student be ill during **any** of the scheduled evaluations, such a **student has to submit (within three days of the scheduled evaluation date) a duly completed medical certificate completed by a medical practitioner**. The medical certificate must contain the contact details of the medical practitioner and clearly confirm that the student was, according to the clinical opinion of a medical practitioner, unfit to sit for the evaluation in question. Certificates may be telephonically verified. (Refer to the Nelson Mandela University Prospectus 2020 Rule G1.6).

#### **No additional evaluations will be granted:**

- if a medical practitioner suggests in writing that he/she is unconvinced about the seriousness of the illness or whether it could have influenced the student's preparation;
- should the student visit the medical practitioner **after** the evaluation has taken place;
- to students suffering from symptoms such as a headache, sore throat, tension, coughing etc., even if a medical certificate is lodged; and
- in cases of illness related to family members, friends or pets.
- **PLEASE NOTE: AS A GENERAL RULE, NO "SICK" TESTS ARE SCHEDULED! THE LECTURER CONCERNED MAY GRANT AN ADDITIONAL TEST BUT IT IS PURELY AT THE DISCRETION OF THAT LECTURER.**

### (vi) Organised sport

Leave of absence for sport is granted only for **approved South African Universities activities and for participation at first class provincial, as well as national or international level on the strength of satisfactory documentary evidence**. Arrangements with regard to sport must be made **well in advance**, preferably at the beginning of each semester, within the framework of the two semester test opportunities as scheduled. **No special tests will be scheduled for this purpose.**

## (vii) Calculation of class marks

The composition of the **class mark** for undergraduate modules is as follows:

- First year modules

**EB121**

Semester test (average of two)	weight 60
Tutorial tests (average of two)	weight <u>40</u>
Total	weight 100

Class mark	weight 45
Exam mark	weight <u>55</u>
FINAL MARK	<u>100</u>

**EB122**

Semester test (average of highest two of three compulsory)	weight 55
Assignment	weight <u>45</u>
Total	weight 100

Class mark	weight 45
Exam mark	weight <u>55</u>
FINAL MARK	<u>100</u>

**EBMV122**

Semester test (average of two)	weight 70
Assignment	weight <u>30</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

- Second year modules

**EBMV201**

Semester test (average of highest two of three compulsory)	weight 67
Assignment	weight <u>33</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV202**

Semester test (average of two)	weight 65
Assignment	weight <u>35</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV231**

Semester test (two)	weight 20
Assignments (four)	weight 40
Marketing research proposal	weight 10
Research proposal presentation	weight 10
Marketing research report	weight 20
FINAL MARK	weight 100
Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV212**

Semester test (average of two)	weight 65
Assignment	weight 35
Total	weight 100
Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBFV201**

Semester test (average of two)	weight 60
Assignment	weight 25
Class attendance, tutorials and class activities	weight 15
Total	weight 100
Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBFV211; EBFV202, EBFV212, and EBFV222**

Semester test (average of two)	weight 60
Assignment	weight <u>40</u>
Total	weight 100
Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBFV242**

Semester test (average of three)	weight 75
Assignment	weight 20
Online tutorials	weight <u>5</u>
Total	weight 100
Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

- Third year modules

**EBMV301**

Semester test (average of two)	weight 70
Assignment	weight 20
Online tutorials	weight <u>10</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV302**

Semester test (average of two)	weight 67
Assignment	weight <u>33</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV332**

Semester test (best of two)	weight 50
Presentation	weight 10
Assignment	weight <u>40</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV322**

Semester test (average of two)	weight 50
Assignment	weight <u>50</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBMV312**

Semester test (only one)	weight 60
Assignment	weight <u>40</u>
Total	weight 100

Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

**EBFV301, EBFV311, EBFV302 and EBFV312**

Semester test (average of two)	weight 65
Assignment	weight <u>35</u>
Total	weight 100



Class mark	weight 50
Exam mark	weight <u>50</u>
FINAL MARK	<u>100</u>

The lecturers concerned will explain the calculation of the class mark for all modules.

**PLEASE NOTE THE FOLLOWING: All candidates for all modules must obtain a minimum class mark of 40% as due performance before he/she will be allowed to sit for a semester examination. Students should have written the semester tests, submitted the class assignments/logbooks and adhered to any other stipulated module requirements to qualify for a due performance certificate. This rule will be strictly applied and no exemptions will be made under any circumstances whatsoever. Failure to comply with this rule will result in non-performance and no admission to the module examination will be granted.**

Repeat students' class mark from the previous year may not be transferred. However, a **subminimum examination mark (40%)** is required to pass the module (see (viii) below).

(viii) Calculation of final mark

The calculation of the **final mark** is as follows:

CLASS MARK	(Calculated as a percentage)
EXAMINATION MARK	(Calculated as a percentage)
FINAL MARK	(Average of the class and examination marks)

The above calculation implies that the continuous performance throughout the module (thus the class mark) will count half of the final mark, **except for the first year modules** (continuous performance counts 45%, and the examination 55%). To put it in a different way, the work during the module or semester counts 50% and the examination 50% when calculating the final mark. **This illustrates why it is so important that you should perform throughout the module.**

**Any student with a class mark lower than 50% has a limited chance of passing the module (obtaining a final mark of more than 50%). In the examination a subminimum performance (examination mark) of 40% must be achieved to pass the module.** (Refer to the Nelson Mandela University Prospectus 2020).

## 12 EVALUATIONS/ASSESSMENTS FOR 2020

For all undergraduate modules a class mark, which counts 50% towards the final mark (45% for EB121 and EB122), must be generated. This class mark may comprise of different activities such as assignments, class assessments, tests or other activities which will be evaluated.

**All class tests/assessments and assignment due dates will be announced beforehand and it is your duty to take note of such arrangements, particularly the dates and specific venues.**

**The test dates, times and venues will be announced in class.**

### 13 ASSIGNMENTS

All undergraduate students are required to complete at least one major written assignment per module. **The assignment is compulsory and failure to submit an assignment will result in non-performance and the student will not be permitted to write the examination.** The assignment must be the student's **own effort**. The lecturer concerned will explain the form, length, type and purpose of the assignment.

You will be expected to hand in the typed assignment in double spacing (letter quality) on A4-size paper. The assignment must be provided with a proper title page, stapled in the upper left hand corner, and it may **not** be placed in a file. The assignment must be handed in on the prescribed date in accordance with instructions handed out in class. Except in cases where a valid reason applies, **10% per day will be subtracted if an assignment is handed in late.**

The assignment topics are usually announced during the first contact lecture of each semester. Should a student be dishonest by copying a fellow student's assignment, in part or whole, such a case will be reported to the disciplinary committee of Nelson Mandela University.

### 14 POLICY: GRANTING OF SUPPLEMENTARY EXAMINATIONS

Refer to the Nelson Mandela University Prospectus 2020. In order to pass a module, a final mark of at least 50% **and** an exam mark of at least 40% should be obtained for the particular module. Supplementary examinations will be granted to students who have:

- attempted and failed the original final assessment; **and**
- obtained a final mark of between 45% and 49%.

**Please note** that the granting of supplementary and special examinations is done by the examination department. All the required documentation and the appropriate forms that need to be completed if an examination session was missed, should be handed in to the examination department and NOT to lecturers. **Supplementary examinations in Business Management are written examinations and follow the same format as the original final assessment.**

### 15 ADMISSION REQUIREMENTS FOR SECOND AND THIRD YEAR MODULES IN BUSINESS MANAGEMENT

Credits will be obtained for all modules which are passed. Despite this, a student may not carry on with certain modules in the following year of study unless he/she has successfully completed the previous year's modules. Your attention is further drawn to the relevant rules in the Nelson Mandela University Prospectus 2020.

MODULE CODE	PREREQUISITES AND REMARKS
EBMV201, EBMV202, EBMV302, EBFV202	Must have passed EB122

<b>MODULE CODE</b>	<b>PREREQUISITES AND REMARKS</b>
EBMV212	Must have passed EBMV201
EBMV301	(a) Must have passed EB122 (b) Recommended modules: RV101 and RV102/RGV102, STAV101/ MACV101 and STAV102
EBMV332	Must have passed EBMV201, EBMV212 and WWDV201
EBMV322	(a) Must have passed EBMV201, EBMV212, EBMV332 and WWDV201 (b) WWDV202 is a co-requisite for EBMV332
EBFV201, EBFV211	Must have passed STAV101/MACV101 and STAV102
EBFV222	Must have passed EBFV201
EBFV242	Must have passed RV101 and RV102/RGV102
EBFV301	Must have passed RV101, RV102/RGV102, STAV101/MACV101 and STAV102
EBFV311	Must have passed EBFV201 and EBFV222
EBFV302	Must have passed EBFV212, EBF302, EBF303 and RTV101
EBFV312	Must have passed EBFV201

## **16 UNDERGRADUATE SYLLABI**

### **EB121 – Introduction to Business Management and Entrepreneurship**

*Credit value 12 – NQF level 5*

- The context of business management and entrepreneurship
- The business environment
- Entrepreneurship and new venture creation
- Small business enterprises and selected entrepreneurial issues
- Forms of business enterprise and statutory requirements
- Strategic business intentions: Vision, mission, goals and objectives
- Field of business activity and competitive business strategies
- Location and facility layout planning
- The development and growth of business enterprises
- Business ethics

### **EB122 – Introduction to the Business Functions**

*Credit value 12 – NQF level 5*

- General and Strategic Management
- Production/Operations Management and Outbound Logistics
- Marketing Management and Introduction to Services Marketing
- Costs as a basis for planning and establishment of business enterprises
- Financial Management
- Purchasing Management and Inbound Logistics
- Human Resource Management
- Managing Business Communication
- Managing Information Systems
- E-business

### **EBMV122 – Entrepreneurship**

*Credit value 10 – NQF level 5*

- Introduction to the entrepreneur

- Effectual entrepreneurship
- Skills set of an entrepreneur
- Entrepreneurial leadership and management
- Networking in entrepreneurship
- Social entrepreneurship
- Creativity and innovation
- Setting business goals
- Handling legal issues
- Marketing and sales
- Financial skills
- Operations management

### **EBMV201 – Marketing Management**

*Credit value 14 – NQF level 6*

- Marketing: managing profitable customer relationships
- Organisation and marketing strategy: partnering to build customer relationships
- The marketing environment
- Managing marketing information
- Consumer markets and consumer buyer behaviour
- Business markets and business buyer behaviour
- Customer-driven marketing strategy: creating value for target customers
- Product, services and branding strategy
- New-product development and product life cycle strategies
- Pricing products: understanding and capturing customer value
- Pricing products: pricing strategies
- Marketing channels and supply chain management
- Retailing and wholesaling
- Communicating customer value: integrated marketing communications strategies
- Advertising and public relations
- Personal selling and sales promotion
- Direct and online marketing: building direct customer relationships
- Creating competitive advantage
- The global marketplace
- Marketing ethics and social responsibility

### **EBMV202 – Purchasing and Logistics Management**

*Credit value 14 – NQF level 6*

- The purchasing function in perspective
- The tasks of purchasing and supply management
- The purchasing process and procedures
- Purchasing and supply policies and strategies
- Assessment and selection of suppliers
- Purchasing price determining and cost analysis
- Sustainable purchasing and supply management
- The management of quality in purchasing and supply
- Negotiation in purchasing
- Electronic commerce and electronic procurement applications
- Quantity and inventory management
- Purchasing of capital equipment
- Purchasing services

- Purchasing from small businesses
- Materials flow activities
- Logistics management

### **EBMV231 – Marketing Research**

*Credit value 14 – NQF level 6*

- Perspectives of marketing research
- Overview of the marketing research process
- Problem definition and research objectives
- Research design and proposal
- Collection of secondary data
- Measurement and questionnaire design
- Collecting primary data: quantitative techniques
- Collecting primary data: qualitative techniques
- Designing the sample plan
- Preparing and processing primary data
- Exploring data analysis
- The research report

### **EBMV212 – Marketing Communications Management**

*Credit value 14 – NQF level 6*

- Overview of integrated marketing communications
- Enhancing brand equity and accountability
- Brand adoption, brand naming and intellectual property issues
- Environmental, regulatory and ethical issues
- Segmentation, targeting and positioning
- The communications process and consumer behaviour
- The role of persuasion in integrated marketing communications
- Marcom objective setting and budgeting
- Overview of advertising management
- Effective and creative ad messages
- Endorsers and message appeals in advertising
- Traditional advertising media
- Online and mobile advertising
- Social media
- Direct marketing and other media
- Advertising media: Planning and analysis
- Measuring ad message effectiveness
- Sales promotion overview and the role of trade promotion
- Consumer sales promotion
- Public relations, point-of-purchase communications and signage
- Personal selling

### **EBFV201 – Personal Financial Planning**

*Credit value 16 – NQF level 6*

- The fundamentals of financial planning
  - The financial planning profession
  - The Financial Advisory and Intermediaries Services Act
  - Counter – money – laundering legislation
  - The client and the financial planning process

- Financial calculations and the time value of money
- Insurance planning and risk management
  - General principles of risk management and insurance law
  - Insurance products and the long-term insurance Act
- Introduction to investment planning
- Introduction to retirement planning

### **EBFV222 – Corporate Financial Planning**

*Credit value 16 – NQF level 6*

- Introduction to employee benefits
- Business planning
  - Business entities
  - Business insurance
- Healthcare

### **EBFV211 – Risk Management**

*Credit value 14 – NQF level 6*

- Fundamental principles
  - Principles of management applied to managing risk
  - Concept of risk
  - Decision-making under conditions of risk uncertainty
  - Corporate government and enterprise risk management
- Managing risk
  - Risk identification
  - Risk evaluation
  - Operational risk management
  - Risk response: Risk control
- Risk Financing
  - Risk financing
  - Risk evaluation
  - Captive insurance companies
  - Insurance
  - Finite insurance
  - Capital market instruments

### **EBFV242 – Investment Management**

*Credit value 16 – NQF level 6*

- The investment setting
- Developments in investment theory
- Valuation principles and practices
- Macroeconomic analysis
  - Industry analysis
  - Company analysis
  - Company valuation
- Fundamentals of the analysis of fixed interest securities
- Valuation of fixed interest securities
- An introduction to derivative instruments
- Portfolio management
- Evaluation of portfolio management

### **EBFV202 – Customer Relationship Management**

*Credit value 12 – NQF level 6*

- Nature and role of relationship marketing
- Nature of relationships
- Customer bonding
- Customer service
- Planning the CRM strategy
- Internal markets and internal marketing
- One-to-one marketing/mass customisation
- CRM in business-to-business markets
- Introduction to TERM
- Customer interaction channels
- Customer database management
- CRM applications
- CRM implementation

### **EBFV212 – Business Ethics in Financial Planning**

*Credit value 10 – NQF level 6*

- Understanding ethics
- Defining business ethics
- Ethical decision-making
- Organisational ethics
- Corporate social responsibility incl. sustainable development
- Corporate governance in the South African context
- The role of government
- Blowing the whistle
- Ethics and technology
- Ethics and globalisation
- Making it stick: doing what's right in a competitive market

### **EBMV301 – Financial Management**

*Credit value 24 – NQF level 7*

- Introduction to corporate finance
  - An overview of corporate finance
- Essential concepts in corporate finance
  - Analysis of financial statements
  - The financial environment: markets, institutions and investment banking
  - Time value of money
- Valuation – financial assets
  - The cost of money (interest rates)
  - Bonds (debt) – characteristics and valuation
  - Shares (equity) – characteristics and valuation
  - Risk and rates of return
- Valuation – real assets (capital budgeting)
  - Capital budgeting techniques
  - Project cash flows and risk
- Cost of capital and capital structure concepts
  - The cost of capital
  - Capital structure
  - Distribution of retained earnings: Dividends and share repurchases

- Working capital management
  - Working capital policy
  - Managing short-term assets
  - Managing short-term liabilities (financing)
- Strategic planning and financing decisions
  - Financial planning and control

### **EBMV302 – General and Strategic Management**

*Credit value 24 – NQF level 7*

- Strategy, stakeholders & strategic direction
  - Introduction – the nature of strategic management
  - The purpose and context of business: Key elements of sustainable organisation
  - Strategic direction
- Strategic analysis
  - Strategic decision-making
  - Analysing the macro-environment
  - Analysing the industry environment
  - Analysing the internal environment
- Strategic development and formulation
  - Business level strategy
  - Strategic innovation
  - Corporate level strategy
  - Strategies for international competitive advantage
- Strategy implementation
  - Strategic leadership
  - Organisational alignment and strategy implementation through organisational architecture
  - Strategic risk management

### **EBMV332 – Internet Marketing Strategies**

*Credit value 24 – NQF level 7*

- The e-marketing plan
- E-marketing opportunities
- Performance metrics
- Ethical and legal issues
- Online marketing research
- Online consumer behaviour
- Segmentation and targeting strategies
- Differentiation and positioning strategies
- Online product offer
- The value of online pricing
- Online marketing communication tools
- New digital media
- Importance of CRM in the online environment

### **EBMV322 – International Marketing Management and Strategy**

*Credit value 24 – NQF level 7*

- The strategic marketing management process
- The emerging importance of international marketing
- The international marketing environment



- Cultural environment
- Economic environment
- Financial environment
- International political and legal environments
- International marketing entry strategies
  - Exporting
  - Franchising
  - Licensing
  - Direct investment
  - Strategic alliances
- International marketing strategies
  - Adaptation vs standardisation
  - Pricing strategies
  - Channels and distribution strategies
  - Promotional strategies
  - Logistics
- Marketing, organisation, implementation and control

### **EBMV312 – International Marketing Management and Strategy**

*Credit value 12 – NQF level 7*

- Introduction to the international trade and marketing environment
- Overview of, and barriers to, international trade
- The international marketing environment
  - Political, Economic,
  - Socio-cultural,
  - Technological,
  - Environmental and
  - Legal influences (a PESTEL analysis)
- Rules of business behaviour (ethical standards) in international trade and marketing

### **EBFV301 – Principles of Estate Planning**

*Credit value 16 – NQF level 7*

- Introduce the principles of estate planning
- Focus on legislation relating to estate planning such as family law, insolvency law (reflect on issues from the Pension Fund Act and Long term Insurance Act), law of succession, estate duty, matrimonial law etc.
- Introduction to succession planning and estate planning
- Estate duty
- Capital gains tax
- Marriage and matrimonial property law
- The law of succession
- The law and taxation of trusts
- The administration of estates
- Estate planning objectives, tools and techniques

### **EBFV311 – Principles of Retirement Planning**

*Credit value 16 – NQF level 7*

- Introduce the principles of retirement planning
- Focus on legal issues relating to retirement planning
- Individual retirement planning
  - Retirement annuity funds

- The taxation of retirement fund benefits
- Employee benefits
  - Legislative environment
  - Legal nature of a retirement fund
  - Different types of retirement funds
  - Fund governance, financing and benefits, administration and investments
  - Divorce orders

### **EBFV302 – Integrated Financial Planning**

*Credit value 24 – NQF level 7*

This module tests the student's ability to deal with advanced issues relating to financial planning's five focus areas (estate planning, investment planning, risk planning, retirement planning and tax planning). A case study approach is adopted which also prepares students for the Board assessments. Case studies are worked on in class and at home on the following broad areas of financial planning:

- Financial planning environment (including financial services legislation and the economic environment)
- Investment planning
- Estate planning
- Retirement planning
- Employee benefits planning

### **EBFV312 – Financial Planning Practice Management**

*Credit value 16 – NQF level 7*

- Core strategic and operational components of a financial planning practice
- The financial advisory practice business plan including plans to cover:
  - Contingency and succession
  - Staffing and partnerships
  - Professional development
  - Growing the business
- Business and operations management including:
  - Hardware and software solutions
  - Designing and implementing systems
  - Building leverage and capacity
  - Positioning and transitioning.
  - Financial planning business resources
- Professional ethical standards and the financial advisory and intermediary services industry
- Financial advisory practice team development and maintenance
- Sales and marketing of financial advisory services
- Client acquisition, engagement and relationships
- Client acquisition and refusal strategy
- Engagement with related professionals
- Behavioural theory and behavioural finance

## **17 HONOURS IN BUSINESS MANAGEMENT**

Refer to the Nelson Mandela University Prospectus 2020 for the general rules regulating Honours modules.

- Only candidates who obtained an average of 60% in the third year semester modules in Business Management will be considered for a BCom Honours in Business Management. Besides the above requirement, an admission interview may also be scheduled.
- The Honours programme consists of five modules and a treatise of approximately 60-80 A4 pages on an approved topic. The modules are assessed by means of either continuous assessment methods or formal examinations.
- The duration of the Honours module is one year (full-time) or two years (part-time) study.

**NB:** You are referred to the following additional information in the Nelson Mandela University Prospectus 2020:

- (i) General rules for Honours degrees.
- (ii) Rules for the degree Bachelor in Commerce Honours.

In addition, it must be noted that:

- Three of the six modules must be passed at Nelson Mandela University, namely, EBMH411, EBMX401 and EBML410.

#### **STRUCTURE AND TITLES OF POSTGRADUATE MODULES**

<b>YEAR LEVEL</b>	<b>MODULE</b>	<b>SEMESTER</b>
FOURTH	Advanced Investment Management <i>EBMG402</i>	Second
FOURTH	Advanced Strategic Management <i>EBMH411</i>	First
FOURTH	Advanced Strategic Marketing Management <i>EBMI402</i>	Second
FOURTH	Advanced Financial Management <i>EBMJ402</i>	Second
FOURTH	Treatise <i>EBML410</i>	Both
FOURTH	Entrepreneurship and Small Business Management <i>EBMN410</i>	Both
FOURTH	Business Research <i>EBMR420</i>	First
FOURTH	Corporate Citizenship <i>EBMX401</i>	First

#### **18 HONOURS PRESCRIBED BOOKS**

##### **Module EBMG402**

Bodie, Z., Kane, A. & Marcus, A.J. 2018. *Investments*. 11<sup>th</sup> edition. New York, NY: McGraw-Hill.

##### **Module EBMH411**

Thompson, AA; Strickland, AJ; Janes, A; Sutton, C; Peteraf, MA & Gamble, JE. 2017. *Crafting and Executing Strategy: The quest for competitive advantage*. 2<sup>nd</sup> International Edition. London: McGraw-Hill.

**Module EBMI402**

Kotler, P. & Keller, K.L. 2015. *Marketing management*. Global edition. 15<sup>th</sup> edition. Essex, England: Pearson.

**Module EBMJ402**

Correia, C., Flynn, D., Uliana, E. & Wormald, M. & Dillion, J. 2015. *Financial management*. 8<sup>th</sup> edition. Cape Town: Juta.

**Module EBMN410**

Venter, R. & Urban, B. 2015. *Entrepreneurship Theory in Practice*. 3<sup>rd</sup> edition. Cape Town: Oxford University Press.

**Module EBMR420**

Struwig, F.W. & Stead, G.B. 2013. *Research: Planning, designing and reporting*. 2<sup>nd</sup> edition. Cape Town: Pearson.

**Module EBMX401**

Handouts to be used.

**19 HONOURS SYLLABI – BUSINESS MANAGEMENT HONOURS**

The programme consists of five lectured modules as well as a treatise on an approved topic (EBML410).

The compulsory module combinations, four in total, are indicated with an asterisk (\*). With the permission of the Heads of Departments concerned, a candidate may replace the elective modules (EBMG402, EBMI402, EBMJ402 or EBMN410) with approved modules from another discipline on condition that the candidate took the modules concerned as majors for the BCom degree.

EBMG402	Advanced Investment Management
EBMH411	Advanced Strategic Management*
EBMI402	Advanced Strategic Marketing Management
EBMJ402	Advanced Financial Management
EBML410	A treatise on an approved practical problem*
EBMN410	Entrepreneurship and Small Business Management
EBMR420	Business Research*
EBMX401	Corporate Citizenship*

Class attendance for all Honours modules is compulsory. Please remember that evaluation opportunities for continuous evaluation modules take place during lecture periods. Therefore if you miss lectures, you may miss evaluations.

EBML410: Examples of completed treatises will be made available for viewing on the website of the Department of Business Management at <https://busman.mandela.ac.za/>.

***Evaluation of the programme*****WRITTEN EXAMS**

**ALL MODULES EXCLUDING ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT (EBMN410), BUSINESS RESEARCH (EBMR420) AND CORPORATE CITIZENSHIP (EBMX401)EBM**

All candidates will be subject to mid-term tests, assignments and presentations to compile a class mark. The weights of the class mark and examination marks will be made known for each module at the start of the module and is available in the Nelson Mandela University Prospectus 2020. Candidates will pass the module should the combined class marks and examination marks be at least 50%. Should the combined class and examination mark be between 45% and 49% a re-assessment will be possible, but not guaranteed.

**CONTINUOUS EVALUATION  
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT (EBMN410),  
BUSINESS RESEARCH (EBMR420) AND CORPORATE CITIZENSHIP  
(EBMX401)**

All candidates will be subjected to continuous evaluation throughout the year for these two modules. There will be no formal assessment in November. The weights of the different continuous assessments done throughout the year will be made known for each module at the start of the module.

**EBMG402 – Advanced Investment Management**

*Credit value 20 – NQF level 8*

- Introduction
  - The investment environment
  - Risk and return
- Financial markets and security types
  - Classifying securities
  - Interest-bearing securities
  - Equities
  - Derivatives
  - Option contracts
- Fundamental analysis
  - Macroeconomic and industry analysis
  - Earnings and cash flow analysis, including financial statements
- Valuation of ordinary shares
  - Security analysis
  - The dividend discount model
  - The two stage dividend growth model
  - Price ratio analysis
- Share price behaviour and market efficiency
  - Technical analysis
  - Market efficiency
  - Price behaviour and market efficiency
- Interest rates and bond markets
  - Term structure of interest rates
  - Bond prices and yields
  - Corporate bonds (debentures)
  - Government bonds
  - Mortgage-backed securities
- Options, derivatives and futures
  - Stock (share) options
  - Option valuation
  - Future contracts

- Portfolio management
  - Diversification and asset allocation
  - Return, risk and the security market line
  - Bond portfolio management strategies
  - Equity portfolio management strategies
  - Unit trusts
  - International finance and investments

### **EBMH411 – Advanced Strategic Management**

*Credit value 20 – NQF level 8*

- What is strategy and why is it important?
  - Strategy and the quest for competitive advantage
  - Relationship between a company's strategy and business model
  - What makes a good strategy
  - 6 D's of strategic management
- Leading the process of crafting and executing strategy
  - Steps in strategy making and execution process
- Evaluating an organisation's external environment
  - Strategically relevant components of external environment
  - Thinking strategically about company's industry and competitive environment
- Evaluating a company's resources and competitive position
  - How well is the present strategy working?
  - How strong is the company's competitive position?
- The five generic competitive strategies
  - Low-cost provider strategies; Broad differentiation strategies; Best-cost provider strategies; Focused low cost and Focused differentiation strategy
- Strategies for changing the game – new ways of operating and altering the scope of operations
  - Offensive and defensive strategies
  - Horizontal merger and acquisition strategies
  - Vertical integration strategies
  - Outsourcing strategies
  - Strategic alliances and partnerships
- Strategies for international growth
  - Reasons for entering international markets
  - Multi-domestic competition and globalisation
  - Strategic options for entering international markets
  - Three strategic approaches for competing internationally
  - Profit sanctuaries
- Strategies for managing a group of businesses
  - Strategies for entering new businesses
  - Types of diversification
- Strategies for sustainability – people, planet and profit
  - Business ethics
  - Corporate social responsibility strategies and actions
- Configuring the organisation
  - Framework for executing strategy
  - Building an organisation capable of strategy execution
  - Strategy execution and structure

- Staffing the organisation
- Systems for strategy execution
- Organisational processes, policies and procedures
- Configuration and alignment
- Corporate culture and leadership
  - Instilling an organisational culture conducive to strategy execution
  - Leading the strategy execution process

### **EBMI402 – Advanced Strategic Marketing Management**

*Credit value 20 – NQF level 8*

- Understanding marketing management
  - Defining marketing for the new realities
  - Developing marketing strategies and plans
- Connecting with customers
  - Creating long-term loyalty relationships
  - Analysing consumer markets
  - Analysing business markets
  - Tapping into global markets
- Building strong brands
  - Identifying market segments and targets
  - Crafting the brand positioning
  - Creating brand equity
  - Addressing competition and driving growth
- Creating value
  - Setting product strategy
  - Designing and managing services
  - Developing pricing strategies and programs
- Delivering value
  - Designing and managing integrated marketing channels
- Communicating value
  - Designing and managing integrated marketing communications
  - Managing mass communications: Advertising, sales promotions, events and experiences, and public relations
  - Managing digital communications: Online, social media, and mobile marketing
  - Managing personal communication: Direct and database marketing and personal selling
- The marketing plan

### **EBMJ402 – Advanced Financial Management**

*Credit value 20 – NQF level 8*

- Fundamental concepts
  - An overview of financial management
  - Risk and return (includes the modern portfolio theory, beta analysis and the capital assets pricing model)
  - Valuation of securities
  - Valuing the firm: The cash flow model
- Strategic investment decisions
  - Determining the cost of capital

- Capital budgeting decision criteria
- Cash flow estimation
- Risk analysis and real options
- Strategic financing decisions
  - Long-term financial planning
  - Capital structure decisions
  - Dividend policy
- Tactical financing decisions
  - Investment banking and financial restructuring
  - Lease financing
  - Hybrid financing
- Working capital management
  - Current asset management
  - Short-term financing

### **EBMN410 – Entrepreneurship and Small Business Management**

*Credit value 20 – NQF level 8*

- The nature and importance of entrepreneurship and the development of entrepreneurial skills
- Entrepreneurial mind set
- Entrepreneurial thought and action
- Entrepreneurial fit
- New venture ideas and opportunity recognition and screening
- Design thinking
- Design Thinking and rocket pitch
- Assessing feasibility and viability: Timmons and Sarasvathy models and processes
- Family businesses
- Corporate entrepreneurship
- Social entrepreneurship
- Resource requirements and the what, whether and why of the business plan
- The business plan (cash flows)
- The business plan (financial statements)
- Entrepreneurial finance and obtaining risk and debt capital
- Statutory requirements and start-up issues
- Intellectual property and patents

### **EBMR420 – Business Research**

*Credit value 10 – NQF level 8*

- Introducing business research
- The research process and proposal
- Qualitative versus Quantitative research and exploratory Research
- Collecting primary data
- Measurement concepts and questionnaire design
- Ethical issues in research & reliability and validity
- Sampling and fieldwork
- Coding and Descriptive statistics
- Data analysis and Interpretation
- Data presentation and report writing



**EBMX401 – Corporate Citizenship***Credit value 20 – NQF level 8*

- The context of corporate citizenship
  - Introduction to corporate citizenship
  - Sustainable development and climate change
  - Evolution of corporate citizenship
  - Rational of corporate citizenship
- How to be a good corporate citizen
  - Responsible leadership
  - Risk management in corporate governance
  - Strategic management and competitive advantage
  - Stakeholder engagement
  - Management of ethics
- Implementing corporate citizenship
  - Sustainable procurement and supply chain management
  - Operations and logistics management
  - The human resource function and corporate citizenship
  - Marketing management
  - Financial management

**20 POSTGRADUATE DIPLOMA IN FINANCIAL PLANNING**

The Postgraduate Diploma in Financial Planning is also offered by the Department of Business Management on the South Campus. The diploma consists of four modules and the four modules are offered in four one-week blocks during one academic year. Two modules are offered in the first semester and two modules in the second semester.

- Financial Planning Environment (EBFD401)
- Personal Financial Planning (EBFD411)
- Corporate Financial Planning (EBFD402)
- Financial Planning – Case study (EBFD412)

The prescribed textbook for all four these modules is:

Botha, M., Rossini, L., Geach, W., Goodall, B., Du Preez, L. & Rabenowitz, P. 2020. *South African financial planning handbook*. Butterworth: LexisNexis.

A recommended textbook is:

Meyer, E.G. 2019/2020. *Notes on estate and financial plans: Meyer on case studies*. (Available by online order from Mr Meyer)

<b>BLOCK WEEK DATES</b>	<b>MODULE</b>	<b>VENUE</b>
17 February – 20 February 2020	EBFD401	Senate Hall, North Campus
16 March – 20 March 2020	EBFD411	Senate Hall, North Campus
6 July – 9 July 2020	EBFD402	Chancellor's Room, Sports Centre
17 August – 21 August 2020	EBFD412	Chancellor's Room, Sports Centre

**READING PRIOR TO BLOCK WEEKS**

Some chapters are duplicated as there is a cross-over of work in between the modules.

<b>MODULE</b>	<b>CHAPTER COVERED IN PRESCRIBED TEXTBOOK</b>
EBFD401	1-8, 15, 23, 25-30.
EBFD411	9-10, 12-22, 24-30, 31-35, 37-38.
EBFD402	3-5, 11, 21-22, 36-37, 39-41
EBFD412	All above chapters plus chapter 42.

Assignment and submission dates will be communicated in due course. Assignments and assessments count 30% towards the final year mark. A minimum mark of 40% must be attained for the assignment/assessments to gain entry to the examination. The examination counts 70% towards the final mark. Late assignment submission attracts a penalty. Assignments are distributed after the relevant block week.