



UNIVERSITY
OF
JOHANNESBURG

COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF MANAGEMENT DEPARTMENT OF
BUSINESSMANAGEMENT

Advanced Diploma in Business Management

2025

Tomorrow's Success is Today's Strategy

COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT

Advanced Diploma in Business Management

(Code: A34BMQ) | NQF 7 | NQF Credits: 120
FULL-TIME/PART-TIME

2025

Application Period: 1 August – 31 October 2024

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1. Introduction

The Advanced Diploma in Business Management (Code: A34BMQ) is an NQF level 6 under graduate programme in commerce, offered by the Department of Business Management. The qualification aims to develop learners who aspire to improve their managerial capabilities for junior and middle management levels in organisations. This brochure provides information on the programme courses and the facilitation thereof, the admission procedure, the various opportunities for students and other relevant information.

2. Programme goals

The purpose of this qualification is to develop the applied and practical competencies of the student in the acquisition, understanding and application of business management principles. It provides an applied focus in the field of Business Management to ensure that students have a deep and systematic understanding of current thinking, practice, theory and methodology in the field.

3. Who would benefit from this programme?

Students in possession of a diploma who are interested in developing themselves as junior and middle managers and require exposure to certain managerial competencies in order to manage organisations more effectively and efficiently, thereby contributing broadly to a more prosperous society, could benefit from studying towards the Advanced Diploma in Business Management.

4. The tuition model

This programme is presented over 12 months on a full-time basis. Classes will be weekday evenings and class attendance is compulsory. The use of technology (for example, the Internet, E- mail, uLink (Blackboard), Microsoft Word) is a requirement to write and present assignments, receive learning material, research topics and utilise opportunities for interactive discussions.

5. The language of tuition

Classes and the study material are presented in English. Therefore, class discussions and student participation will take place in English.

6.1 Modules Offered

The programme consists of ten (10) compulsory modules and NO electives. The programme is presented over ONE year. Students have to enroll for five (5) modules in the 1st semester (14 weeks), and five (5) modules in the 2nd semester.

Class attendance is compulsory. Classes (lectures) normally take place four times a week. This is just a guideline as venue availability determines the time table. The course starts in February and MUST be completed within one (1) year (two semesters).

The full-time modules are as follows:

FIRST SEMESTER			SECOND SEMESTER		
MODULE NAME	MODULE CODE	NQF CREDITS	MODULE NAME	MODULE CODE	NQF CREDITS
Corporate Entrepreneurship	COE7XA1	12	Business Practice	BPR7XB1	12
Financial Management	FIM7XA1	12	Financial Management Aspects	FMA7XB1	12
General Management	GEM7XA1	12	International Management	INT01B1	12
Human Resources Management	HRE7XA1	12	Management Economics	MNE7XB1	12
Research Methodology: Management	RMD01A1	12	Strategic Management	STR7XB1	12
	5 Semester Modules	60 Credits		5 Semester Modules	60 Credits

6.2 Module description

6.2.1 Corporate Entrepreneurship (COE7XA1)

The purpose of this module is the creation and management of entrepreneurial initiatives in organisations. The module will attempt to develop intellectual competencies and practical skills in the acquisition, analysis, interpretation and application of the underlying theories, models and approaches to the concept of corporate entrepreneurship. Students will be able to reflect on the degree of entrepreneurial culture in their relevant departments and/or organisations. Furthermore, they should be able to assess the effect of their own entrepreneurial inputs on the holistic outcomes of the organisation's entrepreneurial future.

6.2.2 Financial Management (FIM7XA1)

The purpose of this module is to equip the non-financial specialists with basic knowledge in the various fields of cost accounting. Students need to understand how cost accounting contributes as an integrated discipline to the different dynamics within a business environment.

6.2.3 General Management (GEM7XA1)

The purpose of this module is to equip students with skills to apply the four tasks namely, planning, organising, leading and control to manage their units in the internal and external environments.

6.2.4 Human Resources Management (HRE7XA1)

The purpose of the module is to provide students with an understanding of how to advise and assist line management with the role and function of human resources management administration department. Students will be able to analyse jobs to formulate job description that will determine the most suitable candidate who will fulfil requirements and expectations of the job adequately.

6.2.5 Research Methodology: Management (RMD01A1)

The purpose of this module is to give practical guidance to business students who are required, as part of their programme, to formulate a research proposal towards a final assessment. Each Lecture Unit is structured around a particular topic and the different aspects relating to research methodology are described and explained.

6.2.6 Business Practice (BPR7XB)

The purpose of this module is to equip students with the ability to solve senior and middle level managerial problems within an organisation.

6.2.7 Financial Management Aspects (FMA7XB1)

The purpose of this module is to equip the non-financial specialist with the basic knowledge in the various fields of management accounting. Students need to understand how management accounting contributes as an integrated discipline to the different dynamics within a business environment.

6.2.8 International Management (INT01B1)

The purpose of this module is to equip students with the skills to conclude international contracts.

6.2.9 Management Economics (MNE7XB1)

The purpose of this module is to prepare students intellectually for the challenges in a changing global and national economic framework by acquiring skills in the acquisition, analysis, interpretation and application of knowledge relating to macroeconomic principles. Students will further be able to reflect on their economic decisions and applications to assess the effect thereof in the holistic context of economics as a social science within their everyday lives. Lastly it will prepare them for further study in economics as a science.

6.2.10. Strategic Management (STR7XB1)

The purpose of this module is to provide students with the ability to apply the broad principles of strategic management which include strategic planning and strategic implementation.

7 Assessment Practices

Students in this programme are continuously assessed through formal and informal formative- and final summative assessments. You are referred to the Academic Regulations (10.2) for assessment details.

Formative assessment consists of: theoretical and practical group assignments, poster presentations, class discussions based on additional reading and case studies, theoretical and practical individual assignments and class assessments, and formal module assessments.

For a semester module three assessment (which includes a final assessment/ exam) must be done. A student must obtain a semester module mark of 40% to gain examination entry. The module mark is calculated according to each module's unique composition.

Supplementary opportunity is not given automatically should a student fail one or two modules. The Academic Regulations guides this process. A sub-minimum mark of 40% must be achieved for the examination paper or examination equivalent assignment submission. A final mark is calculated as follows: the module mark counts 50% and the examination mark counts 50%. Students pass this module if they have a final mark of at least 50%. Students obtain the Advanced Diploma in Business Management if they pass all ten modules that comprise the qualification. A supple

8 Class participation

Class attendance and active participation are very important because we learn from one another. Your opinions and thoughts on the assigned material and on the reading of current news articles that focus on events in the study field are important. Constructive contribution may include observations and questions about the course material as well as current events and answers to questions raised by fellow students. Examples from your personal and/or organisation's experience are appropriate forms of contributions. Expect to be called upon to provide to partake in class discussions.

9. Opportunities for interaction

9.1. Initiated by the students

Students are encouraged to create opportunities to interact and learn, such as an Entrepreneurship/Innovators Club, Consulting Projects, Mentoring Projects, and Community Outreach Projects. The programme management supports and assists these initiatives.

9.2. Initiated by the Programme Manager

Additional opportunities for interaction and learning are offered to students, including an orientation-day function at the beginning of the year, a year-end function and various guest speakers from the industry during the academic year.

9.3. Group work (Cooperation)

Task group work is an important part of this course where students should be able to work together to complete assignments or tasks. The Department of Business Management annually awards prizes to the best academic performers in the various programmes offered by the department, including the Advanced Diploma in Business Management programme.

10. Future studies

After completion of the Advanced Diploma in Business Management, advanced study could be undertaken in one of the following: Postgraduate Diploma in Business Management, Honours Degree in Strategic Management. Thereafter, students can proceed to the MCom Business Management or MBA. The Department of Business Management also provides the opportunity to obtain a Doctoral (Business Management) degree, in which research is undertaken under the guidance of a study leader (supervisor).

11. Admission requirements

An applicant must hold an appropriate NQF level 6, 360 credits Diploma or an appropriate NQF Level 7, 360 credits Bachelor's Degree, with an average of 60% obtained for the modules in the exit level year of the diploma or degree.

12. How to apply

The application period is 1 August – 31 October 2024. Successful candidates will be notified towards the end of November.

It is compulsory for applicants to apply with or at our Enrolment Centre before completing the Advanced Diploma in Business Management) Departmental application form.

Please be advised that all applicants are subjected to a screening process.

At our Enrolment Centre we have TWO different methods of applying. You have the option to choose only ONE, please use the below URL and click on application process to make your selection. URL (Student Enrolment Centre) www.uj.ac.za/EN/StudyatUJ/

Please select ONE of the following TWO methods:

- i. Online Web Application – FREE
- ii. Paper-based Application – R200.00

After you have completed your application (method ONE or TWO), please inform the Department of Business Management. Who will then email the compulsory departmental application form to you. Contact person details as follow:

Campus: Auckland Park Bunting Road Campus (APB)

Contact Person/s at Departmental level

Mrs. Mmamokintlana Molaba (APB)
(011) 559 1208
mmamokintlanam@uj.ac.za

Contact Person/s at College level

Mrs. Rebecca Nxumalo (APB)
(011) 559 1176
rxumalo@uj.ac.za

Please check your admission status on the following URL: <https://student.uj.ac.za/status.aspx>

How to contact us

For more information you can visit the website of the Department of Business Management (<http://www.uj.ac.za/EN/Faculties/management/departments/bm>) or contact:

Programme Administrator: Ms. Kintlo Molaba.

(011) 559 1208
mmamokintlanam@uj.ac.za

Postal address: University of Johannesburg. Auckland Park Bunting Road Campus: Department of Business Management PO Box 524, Auckland Park, Johannesburg Republic of South Africa, 2006

Physical Address: University of Johannesburg (UJ) Auckland Park Bunting Road Campus: 37 Bunting Road, Cottesloe Johannesburg.

Office: Block A 16

Call: 011-559- 1208 (in South Africa), +027-11-559-1208 (outside South African borders)

Programme Coordinator: Dr Senzo Ngcobo

Dr Ngcobo is responsible for overseeing the overall management and quality of the programme.

Email: amandamp@uj.ac.za