

# BACHELOR OF TECHNOLOGY: MANAGEMENT

**NQF Level 7**

## Programme Structure

The Bachelor of Technology: Management (B.Tech: Mgt) qualification is comprised of 4 subjects. These are presented by way of lectures, group discussions and case studies. Sustained participation is required throughout the modules. The lecturing contact time is 36-48 hours per subject. Two subjects are conducted concurrently per semester of part-time study, are completed and examined before the next two modules begin. The minimum duration of the programme is 12 months.

## Objectives

The Bachelor of Technology: Management degree (BTech: Mgt.) is aimed at equipping entrepreneurs and managers with a wide range of sophisticated business management skills; enabling them to utilise these skills practically in both the commercial and industrial environment.

## Evaluation of Participants

Assessment is both formative and summative and includes:

- Weekly individual and group exercises and tasks
- Group and individual assignments
- Open and/or closed book assessments

## Entrance Criteria

The minimum requirements for admission are:

- Three years business experience and
- National Diploma in Management or any appropriate 3-year qualification (conferment of status\*)

**or**

Alternative admission can be achieved via the DUT RPL process by challenge assessment

**or**

Successful completion of the BSU Fundamental Business Management Programme (FBMP) and the Business Management Development Programme (BMDP) and any one of the following level 6 short learning programmes Specialist Human Resource Management Programme (SHRMP), Specialist Project Management Programme (SPMP), Specialist Marketing Management Programme (SMMP), Specialist Operations Management Programme (SOMP), Logistics Management Programme (LMP), Management Development Programme (MDP)

\* Conferment of Status will require candidates to attend workshop(s) in Management and/or Financial Management before commencement of study on these BTech: Mgt programme modules.

## Subject Content

### MODULE 1: Management 4

Overview and Nature of Strategy; Strategic Analysis/The Strategic Position Environmental and Industry Analysis; Strategic Analysis-Resources Competencies and Strategic Capabilities; Strategic Analysis-Expectations and Organisation Purpose; Strategic Choice- Basis of Strategic Choice and Strategic Options; The Management Challenge of Generic Competitive Strategies; Strategic Options-Basis of Strategic Options; Strategic Choice- Evaluation and Selection; Strategy into Action- Managing Change.

### MODULE 2: Research Methodology

The Aims of Research; The Research Topic; Title and Problem; Literature Review; Population and Sampling; Quantitative Research; Qualitative Research; Validity and Reliability; Data Collection; Data Analysis and Interpretation; Report Writing; The Research Proposal.

### Module 3 (a): Marketing Management (2) [Elective]

What is Marketing and Marketing Planning?; Market Planning Methodology; Market Analysis; Customer Analysis; Industry Analysis; Competitor Analysis; Macro-environment Analysis; -Consumer Buying Behaviour and Business Buyer Behaviour; Marketing Strategies; Segmentation; Target Markets and Positioning; Product Strategies; Pricing Policies and Strategies Channel Management; Wholesaling; Retailing & Physical Distribution; Communication with the Market; Customer-Relationship; Marketing; Marketing: An Integration; Implementation and Control

### MODULE 3 (b): Production Management (2) [Elective]

Operations Management; The Strategic Role and Objectives of Operations; Operations Strategy; Design of Production Systems ; Process Design; The Design of Products and Services; Supply Network Design; Process Technology; Job Design and Work Organisation ; Planning and Control; The Nature of Planning and Control; Capacity Planning and Control; Inventory Planning and Control; Supply Chain Planning and Control; Enterprise Resource Planning (ERP); Lean Operations and JIT- Quality Planning and Control; Improvement - Operations Improvement; Failure Prevention and Recovery; Managing improvement – The TQM approach; Operations Challenge

### MODULE 4: Financial Management 4

Introduction to Managerial Finance; Interpretation and Analyses of Financial Statements; Cash Flow Statements and Financial Planning; Time Value of Money; Risks and Return; Valuations - Bonds and Interest Rates; Valuations - Share (Stock); Cost of Capital and Capital Structure; Capital Budgeting and Cash Flow Principles; Capital Budgeting Techniques; Risk Refinement in Capital Budgeting; Leverage and Capital Structure; Working Capital Management; Current Liabilities Management; Dividend Policy