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SHORT COURSE: BUSINESS MANAGEMENT

DESCRIPTION

The Short Course in Business Management offers the functional skills and knowledge in Human Resources, Marketing, Financial and General Management. The effective integration of these functional components of any organisation will provide the platform for shared goals and the resultant synergies.

This short course certificate programme offers comprehensive coverage of the necessary skills and knowledge required by committed staff aiming for all-round exposure to the important disciplines that make for a successful career in business.

ADMISSION REQUIREMENTS

Open enrolment
Literacy at NQF Level 3 or equivalent is recommended.

CERTIFICATION

Upon successful completion of the study programme and internal assessments, candidates will be awarded the Short Course Certificate in Business Administration and Management by Milpark Education.

EXIT LEVEL OUTCOMES

On completion of this course, the qualifying candidate will be able to:

- understand the functional units of an organisation and how they interact in a common system.
- perform basic management tasks including planning, organising, leading and controlling.
- collect, analyse, organise and effectively evaluate information in a business environment.
- work effectively as part of a team.
- demonstrate an understanding of the world as a set of related systems by recognising that problem-solving contexts do not exist in isolation.

- understand the marketing orientation and process.
- use marketing instruments.
- plan and monitor a simple integrated marketing strategy.
- develop effective public relations.
- understand the financial function and use basic financial management tools to support decision-making.
- understand the operational management of a business.
- manage the human resources requirements and processes of an organisation.
- motivate staff and team members to optimise output.

PROGRAMME OUTLINE

Introduction to business management

The marketing function

The human resources function

The financial management function

Fundamentals of operations management

Integrated management

ASSESSMENT

An integrated approach to assessment is applied. This includes an individual formative assessment, as well as an individual summative assessment. The practical nature of the course is emphasised in all assessments.

DURATION

48 Hours / 12 Weeks

This short course is offered on a part-time basis. Lectures are scheduled on Saturdays from 8:30 to 12:30. Final results of assessments will be released within four weeks of completion of the course. Students may be given a second and final opportunity to retake assessments in which they were initially unsuccessful.

FURTHER STUDIES

Students who have successfully completed this short course certificate may articulate onto other short courses. Depending on the student's academic background, other Milpark Education whole qualifications may also be available to the student.

ABOUT MILPARK EDUCATION

Milpark Education offers a range of higher education qualifications, accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Education offers distance learning and contact

learning, as well as supporting workshops. The qualifications range from a variety of certificate and diploma programmes to a B.Com in Banking Management and the MBA.

PRICING

The fees include prescribed textbooks, comprehensive student guides and one cycle of internal assessments. Please contact the Milpark Education Sales Department for more details.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the programme content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

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