

SHORT LEARNING PROGRAMME

IIE Business Management

Distance: Short Learning Programme (SLP)

Introduction

This short learning programme (SLP) has been designed to assist the individual seeking to build foundational knowledge and skills in the field of business management. As individuals progress in their careers, they find themselves in need of effective planning techniques, departmental problem solving, and being responsible for overall team performance. Business performance is often hindered by employees' lack of ability to work in synergy with other functional departments. This may be overcome with an understanding of the key business activities and insight into the vital contribution made by each department to organisational success.

Who Should Attend

This SLP is specifically designed for an individual wanting to:

- Gain a foundational understanding of business management and who may have the intention to further their studies in management.
- New managers with a knowledge base limited to a specific functional area of business.
- Persons wishing to update their knowledge of practices in business management in a changing world.

Entrance requirements

Students should meet the following requirements:

- Be proficient in English.
- Should have three to four years work experience.
- Must be able to prepare for lectures and engage in self-directed study outside the classroom and be prepared for dynamic discussion in the classroom.
- Must have access to internet

NOTE:

While you can generally structure your study time as you need to, there are scheduled online sessions through which you can receive mediated support, assignment and examination deadlines and timetables, to keep your studies moving forward.

A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential for any student enrolling for this programme.

FOR A NEW GENERATION
OF BUSINESS LEADERS.

www.thebusinessschool.co.za



CONTACT

GAUTENG

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WESTERN & EASTERN CAPE

Cape Town (021) 685 5021
PE (041) 363 4223

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Duration

IIE Business Management is offered as a distance SLP, with supporting online mediated sessions over a period of one year.

Programme Structure and Evaluation

This SLP is presented via a distance mode of delivery supported by online mediation sessions. Students will be required to complete various forms of assessments and activities, with the final assessments being written in hard copy at the site of registration.

What is The Teaching and Learning Strategy of the IIE's Varsity College, and how will it help prepare me for the 21st century working world?

At the IIE's Varsity College we are proud of and passionate about our shift away from the 'traditional lecturing' methodology to our blended-learning strategy – the VCBlend.

This student-focused approach compels our students to be accountable for their learning while developing the critical skills they will need to thrive in the rapidly changing 21st century work environment. As such, academic life for our students is dynamic, challenging and relevant.

The curriculum below is correct at the time of print. Please note that in line with academic practice, The IIE's curriculum is annually reviewed thus changes may occur in module structure and sequence in order to ensure that the qualification remains relevant. The exit level outcomes of the programme do not change. Registered students receive an updated programme curriculum on an annual basis.

Programme Overview

The purpose of this SLP is to provide the student with knowledge and understanding of the context of business, the nature of management and the role of business management in the world of work. This SLP covers the different management activities, entrepreneurship, forms of small business and the business environment. The SLP also introduces students to various functional departments such as operations, human resources, marketing, finance and general management.



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Programme content

The SLP cover the following topics:

Business Management 1A

- Understanding of the concepts, principles and practices of management in the business world.
- Management activities in a business context.
- The role that corporate social responsibility plays in an organisation.
- Discusses the four main functions of business management which are planning, organising, leading and control.
- The impact that different business environments have on the business and managerial roles.
- Principles of Marketing: This includes creating an understanding of product, price, distribution and promotion strategies.
- Principles of Finance: This topic provides insight into the role of the Financial Manager and helps the individual with an overview of budgeting, managing costs and interpreting financial statements.

No prior knowledge of accounting is required.

Business Management 1B

- Principles of Operations Management: Includes operation principles for manufacturing and service organisations.
- Principles of Human Resource Management: Some of the key aspects include selection and recruitment processes, staff training and development options and basic leadership principles.
- Purchasing and Supply Management: The purpose of this learning unit is to place the purchasing or sourcing function and its role in an organisation into perspective, and to explain the management, process and activities of the function.
- Introduction to Strategic Management: This topic briefly touches on strategic alignment and the Strategic Management process.

Certification

The IIE Principles of Business Management programme is a SLP that is certified by The Independent Institute of Education (The IIE). Student enrolled for the SLP can submit an application for academic credit upon completion, to be exempt from the equivalent module when registering for:

- The IIE BCom (exempt for Business Management 1a and Business Management 1B)

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***Important note: Entrance requirements apply. Please speak to a consultant for more details. Content changes may occur**

All SLPs available through The Business School at Varsity College have been specifically designed for working adults. These SLPs differ from The IIE full qualifications available through Varsity College and which are registered on the National Qualifications Framework. Before registration students must ensure that the programme selected best suits their individual learning and workplace objectives.

The Independent Institute of Education (The IIE) – accredited by The British Accreditation Council (BAC)



The IIE is not only accredited in South Africa but its dedication to providing quality education also led to it being accredited by the British Accreditation Council (BAC) in 2014. The British Accreditation Council is an independent authority in the United Kingdom that accredits private providers globally, including Greece, Switzerland, Singapore, India, Mauritius and the United Arab Emirates. In 2017 The IIE had its accreditation status confirmed by the BAC as an International Higher Education Institution confirming our confidence in the international comparability of our standards.

“South African students need to know, when they select a private higher education institution, that the standards offered are equivalent to those of a public University. Our students get this from our extensive local accreditation and registration. The students also benefit from knowing that we meet international standards too. The IIE is accredited as an International Higher Education Institution by the British Accreditation Council. Locally and internationally we have demonstrated the quality of what we offer,” said Dr Coughlan.

The IIE’s Varsity College students can be confident that their IIE learning experience meets international best practice standards.



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