The strategic management process is specifically explored as it establishes company direction: vision, objectives, strategies; industry and competitive analyses; evaluating resource and competitive capabilities; strategy and competitive advantage; tailoring strategy to fit specific situations; strategy in diversified companies; building resource strengths and core competencies; managing the internal organization; and related issues are explored.

BUSINESS ETHICS (MGNT310)

Aim

This applied ethics module aims to expose students to the important moral issues that arise in various business contexts. While theoretical ethics (philosophy) concerns itself with the nature and validity of the moral dimension of human life, applied ethics seeks to develop philosophical theories that have specific implications for specific moral issues. The context in which we seek to find a moral compass is business. We examine the behaviour of organisations, with the objective of determining appropriate behaviour for specific circumstances and contexts.

Content

An introduction to the nature of business ethics, seeking to define business ethics and interpret the concept of corporate citizenship. Classical and contemporary theories of ethics and the rationale of ethical business decision making. Corporate governance principles and practice and the environment of ethical performance reporting.

INTERNATIONAL BUSINESS (MGNT 315)

Aim

The purpose of this module is to provide students with a greater understanding of the global environment by exposing them to the theory of international business, and to develop their cultural intelligence (CQ), by focusing on global and multicultural competencies. Students are exposed to the environmental forces affecting International trade and the issues firms take into account when contemplating their product development and international market entry. National differences are explored to gain a deeper understanding of how these differences impact on international trade.

In addition, students will be exposed to managerial challenges in a globalised business environment to develop their creative and critical thinking skills in an effort to generate practical suggestions to overcome these challenges or to minimise the negative impact of these challenges on organisations.

Content

The module explores globalisation; the political-, economical- and legal systems; cultural differences; differences in economic development; Government Policy and international trade; political intervention to regulate trade and preclude national disadvantage; Foreign Direct Investment; strategy and structure in international business and international business functions.

UNIVERSITY OF
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MANAGEMENT AND ENTREPRENEURSHIP DISCIPLINE

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Discipline Aims

To excel in offering reputable tertiary education in Management and Entrepreneurship and to provide the South African, African and the World markets with graduates of high standard and competence. Management is an ideal choice for students whose intention is to accelerate their career on or learn more about the realities of starting or managing a business. The exploration of the various facets of management within the business arena, from production through to finance, communication and marketing, accords the students a broad understanding of the expertise, knowledge and skills needed to succeed in business. The knowledge and skills that the students will acquire when studying management will prove to be very useful during the course of their working life. Even if they do not pursue a managerial career, they will still be able to apply their skills in a variety of circumstances. They may even find themselves in a leadership positions outside of the workplace, in which case they will be able to derive further benefit from their studying management.

The world we live in is fast changing and the future is uncertain and unpredictable. Those who are due for survival and sustainability going into the future are those that are creative and innovative. Entrepreneurship education will serve as an excellent foundation for the types of creative, innovative ideas students need to succeed in the 21st century. It will benefit the students from diverse social and economic backgrounds as it will cultivate unique skills and enable them to think outside the box. Moreover, it will create opportunity, instil confidence, ensure social justice and stimulates the economy. It will also provide students with the skills and knowledge to come up with business ideas and develop their own ventures

UNDERGRADUATE MODULE OFFERING MANAGEMENT 120 (MGNT 102)

Aim

The aim of this module is to provide students with an introduction to the development of management theory, the management process, different levels of management and the business environment

Content

The module covers the following topics: Introduction and what is management; The management process today; Values, Attitudes, Emotions and Culture; Managing in the Global Environment; Values, Attitudes, Emotions and Culture: The Manager as a Person; Managing Diverse Employees in a Multicultural Environment; Managing in the Global Environment; Decision making and Entrepreneurship; Planning and Competition; Designing Organisational Structure; Control and Change; Motivation; Leadership; Effective Team Management; Governance; Writing Skills.

RESPONSIBLE AND SUSTAINABLE MANAGEMENT PRINCIPLES (MGNT2SM)

Aim

This module aims to provide an overview of the nature and fundamentals of responsible and sustainable management and leadership; the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value, critical issues relating to global and national social responsibility, governance and sustainability.

Content

Interrogating WHAT sustainability is about, and WHY it is important to think about and to understand sustainability principles and practices. Exploring HOW business enterprises can honour sustainable management principles, through sustainable management practices.

INTRODUCTION TO ENTREPRENEURSHIP (ENTR2IE)

Aim

The aim of the module is to provide an introduction to the theoretical and practical application of the principles and concepts underlying entrepreneurship. It also aims at explaining the nature and fundamentals of entrepreneurship; how business opportunities are identified and developed into successful business ventures.

Content

Areas of focus include: Discovering Entrepreneurship; Generating and Screening Ideas; Assessing Market Feasibility and Viability; Sales and Marketing; Finance; Business Plan; Legal Issues; Management and Leadership; Business Ethics; Operations Management; Growth and Exit Strategies.

TECHNOLOGY MANAGEMENT (MGNT314)

Aim

To provide an understanding of the specific context of the strategic management of technology in a contemporary business environment, allowing students to gain an understanding of the dynamics of technology-intensive business and to develop a knowledge and understanding of the formulation and implementation of business strategy for competitive advantage in technology-competitive environments.

Content

An introduction to technology, technological innovation and technology strategy. The management of uncertainty, and different ways to go about selecting innovation projects, ensuring that value is captured from innovation. Intellectual property protection and the importance of technical standards and collaboration in high tech industries. Creation and maintenance of competitive advantage in high technology industries, product development and the management of new product development teams.

CORPORATE STRATEGY (MGNT307)

Aim

The module aims to enable candidates to understand and apply the strategic management process. The module focuses on the nature of strategic management and strategic direction; analysing the business environment; the different levels of strategy; the organisational alignment and how a strategy can be implemented, managed and controlled.