



HIGHER CERTIFICATE IN BUSINESS MANAGEMENT

NQF LEVEL 5
(SAQA ID 93712)
120 CREDITS

SUCCESSFULLY START AND MANAGE BUSINESS OR PREPARE FOR EMPLOYMENT AND PROMOTION IN JUNIOR OR MIDDLE MANAGEMENT POSITIONS WHEN YOU ACQUIRE THE ESSENTIAL SKILLS AND KNOWLEDGE OF BUSINESS MANAGEMENT

CERTIFICATION

Learners who successfully complete the programme will be awarded The Higher Certificate in Business Management from PMI.

ENTRY REQUIREMENTS

learner must:

- Have a Senior Certificate or equivalent qualification
Or
- Have achieved Recognition of Prior Learning at a level equivalent to NQF level 4
Or
- Have a NC(V) with Higher Certificate admission at Level 4 with a minimum of 40% in English on either First Additional Language or Home Language Level and a minimum of 30% in Maths or Maths Literacy and a minimum of 40% in Life Orientation and a minimum of 50% in four vocational subjects
- Be computer literate

WHO WILL BENEFIT FROM THIS PROGRAMME?

This qualification is designed for both employed and unemployed learners who want to prepare for or develop a career in business management or who wish to start their own businesses. The qualification will provide learners with knowledge of the principles, concepts and techniques of the disciplines necessary for effective business management.

Current or aspiring junior and middle management and entrepreneurs will benefit from the skills learnt in completing this programme.



DURATION

PMI's Higher Certificate in Business Management must be completed in a minimum of one year or a maximum of 4 years.

ACCREDITATION

This programme is accredited by the Council on Higher Education.

MODULES COVERED

ENTREPRENEURSHIP

- How to identify and develop a good business idea
- Perform a viability study of a business idea
- Draft a basic business plan
- What is required to establish a new business

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

- The role of Human Resources Management
- The provision of Human Resources
- Human Resource maintenance
- Human Resource development

FUNDAMENTALS OF ACCOUNTING

- The purpose of accounting, different forms of business ownership, users of financial information and the characteristics of accounting information
- The accounting cycle, the accounting equation and the principle of double entry
- The recording of transactions
- The recording of transactions in the subsidiary journals
- Basic financial statements
- The bank reconciliation statement

ACADEMIC LITERACY

- The demands of academic study in Higher Education

RESEARCH PROJECT

- Demonstrate the ability to conceptualise a research project
- Demonstrate the ability to carry out a simple research project

BUSINESS MANAGEMENT

- The role of the business organisation within the context of the business world
- How a business is established
- The role of management in the business organisation
- The legal environment in which a business operates
- The role of the finance function in business

MARKETING

- The marketing concept
- Marketing research
- The marketing mix
- Product management
- Product development
- The product life cycle
- Pricing decisions
- Marketing promotion
- Marketing distribution

BUSINESS COMMUNICATION

- Elements of the communication process

- Develop vocabulary in order to use words effectively and appropriately in an academic context and in the workplace
- Improve reading techniques that are used for study purposes
- The elements that constitute academic argument, including main claims and supporting evidence
- Paraphrasing and summarising
- Write paragraphs in academic assignments
- Academic writing skills in assignments
- Planning and preparation skills in order to improve performance in examinations
- Basic channels of communication within an organisation and effective communication
- Present effectively in front of an audience
- Communicate effectively with people from different cultures
- Identify the core ideas arising from any communication and write a précis in a known number of words
- Use simple graphic illustrations to communicate
- Evaluate a situation and prepare an accurate report
- Write business letters and e-mails effectively