



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

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### **Entry requirements**

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The learner must:

- Have a national senior certificate with a minimum of 30% in English  
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, a minimum of 30% in Maths or Maths Literacy, a minimum of 40% in Life Orientation and a minimum of 50% in four vocational subjects

### **Certification**

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

### **Who will benefit from this programme?**

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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**

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The Higher Certificate in Business Management must be completed in a minimum of 1 year or a maximum of four years.

### **Accreditation**

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The programme is accredited by the Council on Higher Education.

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## Modules covered

<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• The marketing concept</li> <li>• Marketing research</li> <li>• The marketing mix</li> <li>• Product management</li> <li>• Product development</li> <li>• The product life cycle</li> <li>• Pricing decisions</li> <li>• Marketing promotion</li> <li>• Marketing distribution</li> </ul>	<p><b>Fundamentals of Accounting</b></p> <ul style="list-style-type: none"> <li>• The purpose of accounting, different forms of business ownership, users of financial information and the characteristics of accounting information</li> <li>• The accounting cycle, the accounting equation and the principle of double entry</li> <li>• The recording of transactions</li> <li>• The recording of transactions in the subsidiary journals</li> <li>• Basic financial statements</li> <li>• The bank reconciliation statement</li> </ul>
<p><b>Business Management and Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• The role of the business organisation within the context of the business world</li> <li>• How to identify and develop a good business idea and determine its viability</li> <li>• How a business is established</li> <li>• The role of Management</li> <li>• The legal environment in which a business operates</li> <li>• The role of the finance function in business</li> <li>• Draft a basic business plan</li> </ul>	<p><b>Human Resource Management I</b></p> <ul style="list-style-type: none"> <li>• Human Resource Management in a global economy and critical people issues</li> <li>• Organising human resources for organisational success</li> <li>• Job design and analysis</li> <li>• Internal staffing and career management</li> <li>• Recruitment and selection</li> <li>• Induction</li> <li>• Performance management</li> <li>• Training and development</li> <li>• Disciplinary procedures portfolio of evidence</li> </ul>
<p><b>Information Technology I</b></p> <ul style="list-style-type: none"> <li>• Use a computer and its components effectively</li> <li>• Use MS Word and its associated tools</li> <li>• MS Excel and its associated tools</li> <li>• MS PowerPoint and its associated tools</li> <li>• Electronic Mail, the Internet and its associated tools</li> </ul>	<p><b>Fundamentals of Project Management</b></p> <ul style="list-style-type: none"> <li>• Definition of Project Management</li> <li>• The types of Management</li> <li>• The role of the Project Manager</li> <li>• Project Leadership and Entrepreneurship</li> <li>• Project Teams</li> <li>• The Project Management Process</li> <li>• The Project Plan</li> </ul>
<p><b>Elective 1 – Research Project</b></p> <ul style="list-style-type: none"> <li>• Demonstrate the ability to conceptualise a research project</li> <li>• Demonstrate the ability to carry out a simple research project</li> </ul>	<p><b>Elective 2 – Business Communication</b></p> <ul style="list-style-type: none"> <li>• Elements of the communication process</li> <li>• Channels of communication</li> <li>• Cross-cultural communication</li> <li>• Write a precis</li> <li>• Simple graphic illustrations</li> <li>• Evaluate a situation and prepare an accurate report</li> <li>• Business letters and business e-mails</li> </ul>