

Short Course Programme

Introduction to Business Management

Course Prospectus

What is this course about?

The purpose of the Introduction to Business Management course is to provide students with an overview of the management of business organisations in South Africa. This course will equip students with the business skills needed to profitably operate organisations in today's business environment.

The comprehensive curriculum covers topics such as economic systems and environments, how to establish a business, leadership, and management as well as strategic, tactical, and operational planning.

- > 6-12-month course
- > Expert Course Lecturer
- > Choose your study method:
 - Fully online or
 - Internet supported with textbooks



Why should you choose this course?

If you want to learn how to profitably manage and operate organisations in the South African business environment, then this course is for you. Students will acquire a versatile set of business skills that can be applied in almost any industry to strategically manage, lead, control, and plan.

Upon successful completion of this course students will possess strong administrative and management capabilities. The skills and knowledge gained from this course can be applied across a wide variety of positions. However, career paths that may immediately benefit from the learning content include:

- › Managers at various levels in an organisation
- › Small business owners
- › Employees in profit and non-profit organisations as well as government institutions

Who should take this course?

Whether an organisation is a profit or non-profit-seeking business, it needs to be carefully managed to be sustainable and survive over the long term. Learning how to sustainably manage business resources and activities plays an integral role in any organisation and is relevant to many industries and positions today.

The diverse nature of this course makes it suitable for individuals working in a profit or non-profit-seeking business as well as business owners.

What will you learn?

This course contains 8 substantive units and is stacked with learning. Unlike other short courses, we ensure that the learning is adequate to facilitate skills building and is not just a superficial overview of subject-matter.

Units in this course:

- › Unit 1: The business world and business management
- › Unit 2: Establishing a business
- › Unit 3: The business environment
- › Unit 4: Introduction to general management
- › Unit 5: Planning
- › Unit 6: Organising
- › Unit 7: Leading
- › Unit 8: Controlling

Unit 1

The business world and business management

Understand the 3 main economic systems, the needs of society and how businesses meet those needs in a market economy while learning about the holistic nature of business management.

Topics covered

- The role of business in society
- Needs and need satisfaction
- The main economic system
- The need-satisfying institutions of the market economy
- The nature of business management

Unit 2

Establishing a Business

Learn the various forms of legal enterprises, how to develop business plans and understand the internal and external stakeholders in new business ventures.

Topics covered

- The legal forms of ownership
- Developing a business plan for the new business
- The location of a business

Unit 3

The Business Environment

Understand the composition of holistic business environments as well as micro, macro and market environments and learn how to diagrammatically depict them.

Topics covered

- The business and environmental change
- The composition of the business environment
- The micro-environment
- The market environment
- The macro-environment

Unit 4

Introduction to General Management

Develop a deeper understanding of business management by distinguishing between levels and functional areas of management. In addition, identify the skills needed at various managerial levels.

Topics covered

- The role of management
- A definition of management
- The different levels and functional areas of management in business
- Skills needed at different managerial levels
- The role of managers
- The development of management theory

Unit 5

Planning

Learn about strategic, tactical, and operational goals and plans while understanding the overall planning process, its benefits and associated costs.

Topics covered

- Benefits and costs of planning
- Managerial goals and plans
- The planning process
- Strategic, tactical and operational goals and plans

Unit 6

Organising

Develop a sound understanding of the importance of organising and how to identify the factors that influence organisational structure.

Topics covered

- The importance of organising
- The fundamentals of organising
- The informal organisation
- Factors that influence organisational structure

Unit 7

Leading

Learn about various leadership theories and explain the nature of leadership in a business context.

Topics covered

- The nature of leadership
- Leadership theories
- Motivation
- Groups and teams in organisation

Unit 8

Controlling

Develop a deeper understanding of business management by distinguishing between levels and functional areas of management. In addition, identify the skills needed at various managerial levels.

Topics covered

- The purpose of control
- The control process
- Types of control
- Characteristics of an effective control system

How you will learn

Course duration:

- > 6 months
- > Maximum: 12 months

Students can choose between 2 study methods for this course

Option 1:

Fully Online

All course material is delivered online through our data-lite, student portal iCan which can be accessed from any internet connected device. During this course, you will have access to a Course Lecturer via iCan as well as administrative and technical support provided by our Student Experience and Support teams.

Option 2:

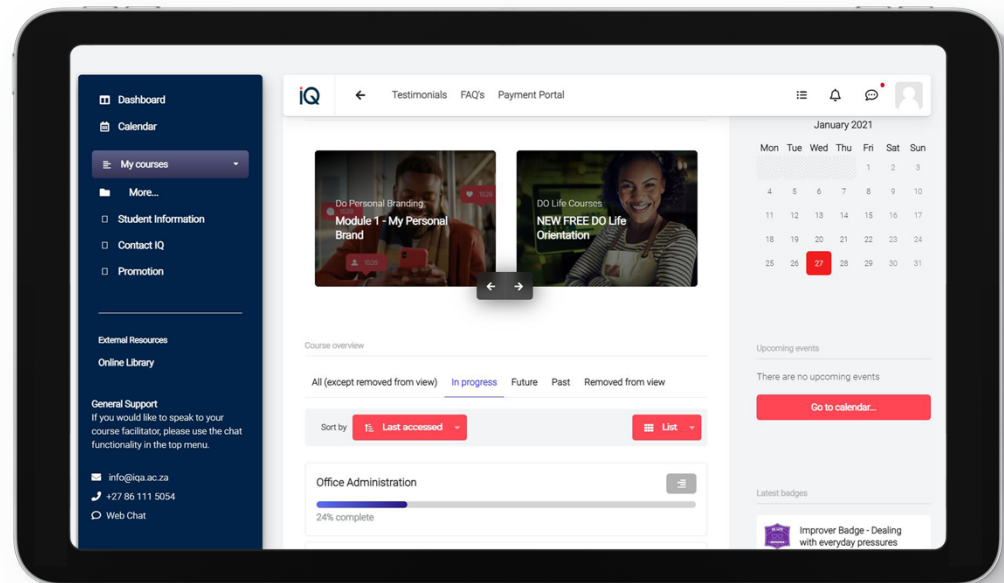
Internet Supported

The course is delivered via distance learning with textbooks and teaching and learning takes place on our data-lite student portal iCan. During this course, you will have access to a Course Lecturer via iCan as well as administrative and technical support provided by our Student Experience and Support teams.

Whichever study method you choose, you will benefit from our online student portal.

iCan is designed to give you a truly innovative online experience that makes learning easy and interactive:

- Integrated programme calendar
- Receive reminders and announcements
- Assignment loading and access to results
- Multimedia learning activities
- Easily connect with lecturers and fellow students
- Partake in discussion forums
- All accessible from your PC, smartphone or tablet!



Admission and selection criteria

Admission requirements:

- ✓ Grade 12 (standard 10) or NQF 4 equivalent
- ✓ At least 18 years of age
- ✓ Alternate admission is possible on basis of Mature Age Exception (23 years and older)

Technology requirements:

- ✓ A PC, Tablet or Smartphone
- ✓ Access to a reliable internet connection
- ✓ An active email account

Recommended:

- 1GB of data per month for fully online study method
- +/- 500MB of data per month for internet supported study method

Selection requirements:

- ✓ Ability to read and write in English, which is the language of instruction
- ✓ Students should also possess a basic level of digital literacy skills

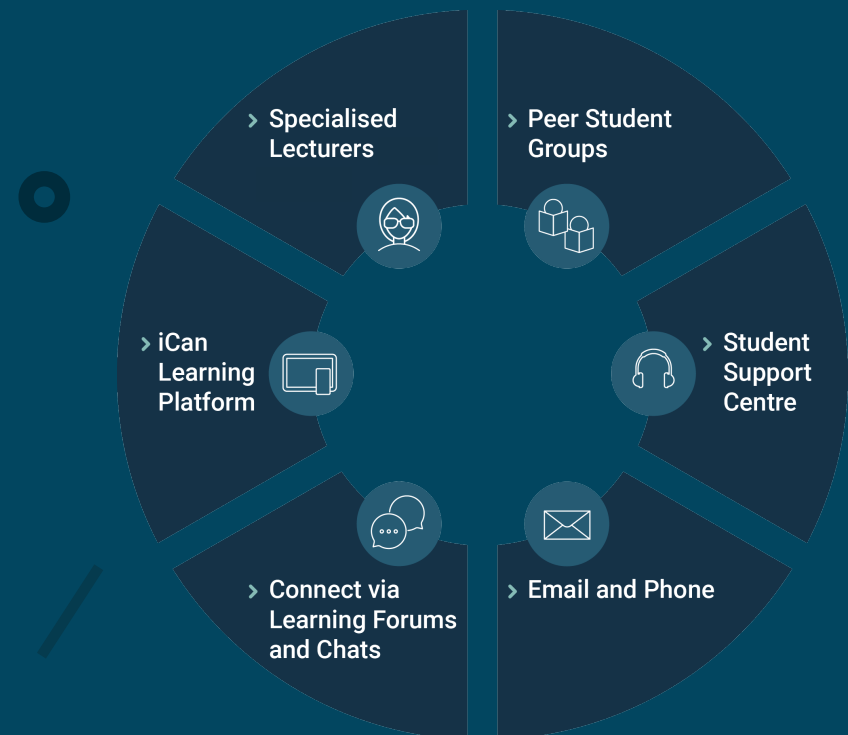
How you will be assessed

Throughout each module interactive quizzes have been included and for each module in a Short Course students must complete one end-of-module summative assessment. Summative assessments are in the format of multiple-choice questions and/or short questions, based on the learning outcomes.

Assessments can be completed online via iCan or submitted via email depending on your chosen study method. Students are required to complete all assessments in the course and obtain the minimum pass mark as communicated.

Teaching and learning support for academic success

To support your study, you will have access to an expert course lecturer through various support channels and you will have the opportunity to interact with fellow students who are studying the same course as you.



What Certification you will receive

Upon successful completion of this course, you will be awarded an iQ Academy Short Course Certificate. Your certificate demonstrates that you have acquired industry-relevant skills which can enhance your promotional and employment opportunities.

Our Short Course curricula are developed by leading academics and experts in the field. All courses are internally quality assured and approved by iQ Academy's Academic Board. iQ Academy is registered with the Department of Higher Education and Training as a Private Higher Education Institution. Our Short Courses are institutional learning programmes and are non-credit bearing.

Certificates are issued in the students legal name. Students must meet the qualifying criteria in order to receive this certificate (obtain minimum pass mark, fully paid up student account and submission of required documentation).

Plus get access to free courses

As a value addition, each registered student has free access to our DO Life micro-course series, designed to boost everyday life skills. Exciting topics include money matters, careers, personal branding and many more, all available on iCan. Each completed micro-course is awarded a Certificate of Participation which can be added to your CV.

“Over 7,000 students have completed a course and 97% agree they proved useful and valuable!”

DO Life Survey

Course fees

Our course fees are updated each year, please visit our website for the latest fee structure. We offer flexible payment options to suit most working individuals. Fees can be paid in various monthly instalment plans or in full on enrolment.

Enrolment process

> Step 1: Enquire

- Complete website contact form
- Speak to a Student Advisor
- Complete enrolment application

> Step 2: Register

- Submit documentation
- Pay your fees
- Receive student number

> Step 3: Start

- Access iCan
- Complete onboarding journey
- Engage with lecturer

Have questions? We are here to help

Get in touch with us

086 111 5054 | info@iqa.ac.za | www.iqacademy.ac.za



iQAcademySA



iQAcademy_online



iQAcademySA