

Student Yearbook

Contents

The IMM Graduate School

Contents

The IMM Graduate School	1
General information.....	5
Vision.....	5
Mission	5
Academic Compliance & International Accreditation	5
The Academic Board	5
The Executive Committee	6
Members of Faculty	6
Academic Mode of Delivery	6
Full-time and part-time enrolment classification	6
Academic Support	7
Financial Aid	7
Student Code of Conduct	7
Student-centric Communication Platforms	7
Admission	8
Right of admission.....	8
Language Policy.....	8
Required documents for South African applicants.....	8
Required documents for foreign applicants	9
Required documents.....	9
VISA requirements	9
Admission criteria for academic programmes.....	9
Admission criteria for undergraduate programmes.....	9
Admission criteria for postgraduate academic programmes	11
Enrolment.....	12
Duration of Study.....	12
Minimum and maximum durations of study	12
Full-time study durations.....	12
Part-time study durations.....	12
Credit Accumulation and Transfer (CAT).....	12
Credit Accumulation and Transfer (CAT) for modules completed at the IMM Graduate School	12
Credit Accumulation and Transfer (CAT) for modules completed at other institutions	13
Enrolment cancellation	13
Registration	14

Requirements to register for a Final Assessment	14
Registration method	14
Selection of modules.....	14
Maximum number of modules per semester	14
Pre-requisite modules.....	14
Re-registration	15
Re-registration for passed modules.....	15
Re-registration for failed modules.....	15
Registration for Non-Diploma/Non-Degree purposes (NDP)	16
Student Fees	16
Admission Fees.....	16
Registration Fees.....	16
Early Bird Fees.....	16
Assessment.....	17
Notional Hours	17
Past Papers.....	17
Textbooks.....	17
Assessment workshops.....	17
Technical requirements to complete assessments.....	17
Formative and summative assessments.....	17
Assessment Results	18
Result Queries and Appeals	18
Academic Integrity of Assessments	19
Assignments	21
Submission Date, Time and Format.....	21
Assignment Plagiarism	21
Assignment Preparation	21
Assignment strategy per programme	23
Examinations/Final Assessments	24
Examination Sessions.....	24
Examination Format.....	24
Venue-based Examinations:.....	24
Examination Confirmation	24
Rules and Regulations when completing Online Timed Assessments:	24
Rules and Regulations when completing Final Assessments at a venue (not online):.....	25
Summative Assessment for the Master of Philosophy (MPhil) in Marketing	25
Marking and Moderation Procedures	26
Supplementary Final Assessments and Dean's Examinations	26
Supplementary Final Assessment	26
Dean's Examination for Undergraduate Students.....	26
Dates for Supplementary Final Assessments and Dean's Examinations:	26
Rules and Regulations for Supplementary Final Assessments and Dean's Examinations:.....	26
Transgression of the Student Code of Conduct	27
Appropriate course of action	27
Sanctions.....	28
Sanction Appeals.....	30
Statutory and Discretionary Concession	31
Statutory Concession	31
Cooling-off period	31
Scribe Services.....	31

Extra Time	31
Discretionary Concession	31
Withdrawal of Early Bird Enrolments	31
Academic programme extension	31
Re-Enrolment	31
Maximum rewrite	31
Late Registration	32
Module swaps.....	32
Extenuating circumstances during the semester, preventing students from studying	32
The Late Assignment Submission Period	32
Extensions to Assignment Submission Dates	33
Extenuating circumstances on the day of the Final Assessment.....	33
Refunds	34
Refund of Early Bird fees.....	34
Refund of enrolment fees	34
Refunds after withdrawal from enrolment during the cooling-off period.....	34
Enrolment cancellation after the cooling-off period	34
Refund of Registration Fees	34
Refund process.....	34
Graduation and Certification	35
Completion and Conferral of Qualifications	35
Issuance of Diplomas, Degrees and Postgraduate Qualifications	35
Requirements for a Cum Laude Qualification	35
Academic Programmes.....	36
Undergraduate academic programmes	36
Undergraduate programmes:	36
Postgraduate Programmes	36
Undergraduate programmes:	36
Undergraduate Programmes	37
Higher Certificate in Marketing	37
Higher Certificate in Export Management (In teach-out up to end 2023)	37
Higher Certificate in Project Management	37
Higher Certificate in Supply Chain Management.....	37
Diploma in Marketing Management.....	38
Diploma in Export Management (phased out)	38
Bachelor of Business Administration (BBA) in Marketing Management	39
Bachelor of Commerce (BCom) in Marketing and Management Science	40
Bachelor of Commerce (BCom) in International Supply Chain Management	41
Postgraduate Programmes	42
Postgraduate Diploma in Marketing Management	42
Bachelor of Philosophy (BPhil) Honours in Marketing Management	42
Bachelor of Commerce (BCom) Honours in Supply Chain Management.....	42
Master of Philosophy in Marketing.....	37
Master of Commerce in Supply Chain Management.....	37
Designator Letters.....	38
Programme plans.....	39
Higher Certificate in Marketing.....	39
Higher Certificate in Export Management (teach out up to 2023-S2)	39

Higher Certificate in Project Management	40
Higher Certificate in Supply Chain Management.....	41
Diploma in Marketing Management.....	42
Diploma in Export Management (Teach out - export modules up to 2023-S2)	43
Bachelor of Business Administration (BBA) in Marketing.....	44
Bachelor of Commerce (BCom) in Marketing and Management Science	44
Bachelor of Commerce (BCom) in International Supply Chain Management	45
Bachelor of Philosophy Honours (BPhil) in Marketing Management.....	47
Bachelor of Commerce (BCom) Honours in Supply Chain Management	47
Master of Commerce (MCom) in Supply Chain Management	49
Module Exit-Level Outcomes for Certificate programmes	50
Module Exit-Level Outcomes for Diploma programmes	55
Module Exit-Level Outcomes for Degree programmes	65
Introduction to Postgraduate Programmes.....	81
Module Exit-Level Outcomes for Postgraduate programmes.....	81
Programmes offered to IMM Graduate School students who registered from the 2011 academic year up to and including the first semester of 2018	90
Programmes offered to IMM Graduate School students who registered up to and including the 2010 academic year	97

General information

Vision

The IMM Graduate School strives to be the private higher education provider of choice, and the centre of research and academic excellence for marketing, supply chain and business management.

Mission

The mission of the institution is to continually impart knowledge, expertise and relevant quality skills that produce professionally qualified and well-equipped graduates.

Academic Compliance & International Accreditation

- The IMM Graduate School is registered with the Department of Higher Education and Training (DHET) as a Private Higher Education Institution under the Higher Education Act, of 1997 (registration certificate number 2000/HE07/013). Our company registration number is 1998/024327/07.
- The institution is quality assured by the South African Council on Higher Education (CHE).
- Qualifications are registered with the South African Qualifications Authority (SAQA) and align with the National Qualifications Framework (NQF) Act, 2008.
- SAQA-compliant qualifications are generally recognised in most overseas countries, while the NQF aims to ensure national recognition and, when applicable, international comparability of qualifications. It supports clear learning paths, lifelong learning and career advancement, enhancing the quality of education and training in South Africa.
- The institution complies with the Higher Education Qualifications Sub Framework (HEQSF) and collaborates closely with marketing and supply chain industries, academic experts and regulatory bodies. This ensures that our qualifications not only meet HEQSF requirements but also enhance our students' job and career prospects in these industries.
- Additionally, we are proud members of the Association of Private Providers of Education, Training, and Development (APPETD) and the South African Private Higher Education association (SAPHE), fostering collaboration and sharing of ideas among Private Higher Institutions (PHI).
- We are accredited by the UK-based Chartered Institute of Marketing (CIM) for specific marketing qualifications, and our graduates can apply for CIM professional qualifications with exemptions.
- The institution is accredited by the international Chartered Institute of Logistics and Transport (CILT) for selected qualifications related to supply chain, logistics and transport.

The Academic Board

- The Academic Board, composed of industry experts and academics from respected universities and business schools in Southern Africa, serves as the highest academic decision-making body.
- It ensures the quality of academic processes, ensuring students receive the knowledge and skills needed for success in a changing work environment.
- The Academic Board and its committees oversee the content and quality of all school qualifications, ensuring they align with current business principles.
- The Academic Board is committed to:
 - Providing high-quality, student-centred education to enhance human rights, equality and quality of life.
 - Aligning policies and procedures with educational transformation to address past imbalances and contribute to workforce development.

The Academic Board has general and specific responsibilities, including:

- Ensuring compliance with regulatory and accreditation standards.
- Exercising final authority in conferring qualifications.
- Updating curricula and learning materials.
- Ensuring qualified and competent academic staff.
- Maintaining rigorous assessment standards.
- Providing proper learning resources.
- Overseeing administrative processes and staff training.
- Promoting academic research and improvement.
- Enforcing the Student Code of Conduct.
- Developing new qualifications aligned with the school's mission and industry needs.

Academic Board Members

Academic Executive Head (Chairman): Ms. AO Bruwer
Director: Mr. N Tattersall
Dean: Learning and Teaching: Dr. CM Rosa
Dean: Assurance and Enhancement: Ms. CH Venter
Dean: Research and Postgraduate Studies: Dr. H van Wyk
Chief Operating Officer: Mr. L van Tonder
Registrar: Mr. JF van Zyl

External Members
Prof. MC Cant
Prof. MY Evans
Belgium Campus ITversity Representative:
Prof. HB Kloppe
Open Window Representative:
Dr. J Crawshaw-Hall Robertson
Commerce Edge Representative:
Mr. R Mallazi

The Executive Committee

Director

Mr. N Tattersall

Executive Academic Head

Ms. AO Bruwer

Dean: Quality Assurance and Enhancement

Ms. CH Venter

Chief Operations Officer

Mr. L van Tonder

Chief Marketing and Sales Officer

Dr. E van Wyk

Chief Financial Officer

Mr. L de Jager

Members of Faculty

Executive Academic Head	Ms. AO Bruwer	MA
Deans of Faculty		
Dean: Learning & Teaching	Dr. CM Rosa	DEd
Dean: Quality Assurance and Enhancement	Ms. CH Venter	MBA
Dean: Postgraduate Studies and Research	Dr. H van Wyk	
Academic Staff	Dr Nico Basson	PhD
	Mr. M Bevan	MBA
	Ms. C Botha	MBA
	Ms A Buccas	MA
	Prof P Duvenhage	DPhil
	Ms. A Fielding	BCom (Hons)
	Dr. V Muradzikwa	MBA
	Mr. R Muringai	LLB
	Mr. T Mushore	MCom
	Mr. S Muzoka	MBA, PhD (Candidate)
	Ms. S Ntuli	MCom
	Ms. R Prins	MCom
	Ms K Stemmet	MCom
	Ms. M Storpioli	MBA
	Ms. B Strydom	BPhil
	Ms B Swart	MBL
	Ms. M Tshimanga	MIB, MP
	Dr. E van Biljon	PhD
	Ms. S.C. Vermaak	M.Ed

Academic Mode of Delivery

Supporting diverse student needs, the institution adopts flexible, student-centered, and blended learning approaches. The teaching model incorporates both synchronous (real-time) and asynchronous (on-demand) modes of provisioning to maximise accessibility, optimise contact hours, and enhance academic outcome.

The Blended Hybrid study option offers students the flexibility to attend live lectures either in person or online, with a portion of the module content delivered through this mode. This approach provides maximum flexibility while maintaining structured learning pathways that leverage the advantages of both online and face-to-face instruction.

The Hybrid option combines flexible online participation for students who are not near a campus or student support centre, but still wish to attend daytime lectures.

The Distance study option enables remote learning with limited real-time interaction between lecturers and students. Students can independently access resources via the learning management system and study from any location.

The Distance Plus option offers additional support to students working independently through examination preparation workshops, which assist students in revising and practicing examination-style questions within the learning management system.

The Distance Open option enables a fully online, asynchronous learning experience for students working independently.

Full-time and part-time enrolment classification

On average, students need 200 notional hours to complete a twenty-credit module. Full-time enrollment allows students to finish their modules within the standard semester timeframe and graduate within the minimum required duration of study. To complete their qualification within the minimum prescribed period, students typically need to complete between three and four modules each semester.

Part-time study enables students to work towards their qualifications at a slower pace by taking fewer modules each semester. This flexible option extends the overall duration of study, enabling students to balance their education with other commitments. Although part-time students take longer to complete their qualifications, they benefit from the ability to customise their study schedule to fit their personal and professional responsibilities.

Academic Support

Comprehensive support is available to all students, both on campus and online, to assist with finding information for projects, assignments and research. Support services include:

- Interactive study guides, activities, forums, assessments with feedback, textbook lists, online assignment submission and feedback, examination preparation workshops, supplementary examinations, and extra study materials as needed.
- General and module-specific tutorial letters provided throughout the semester for certain modules, accessible online.
- Personalised assistance with general queries via helpme@immgs.ac.za.
- Knowledge Centres in Parktown and Stellenbosch, housing over 2000 books on marketing, supply chain and business. These include prescribed and recommended textbooks, as well as a wide range of complementary texts. The centres are open to active students for Wi-Fi access and use of desktop computers. Guidance on sourcing relevant information is available, and photocopying services are offered in accordance with the Copyright Act 98 of 1978.
- The eLibrary, accessible online, offering up-to-date academic resources like ProQuest One Business and eBook Central. Additionally, Student Support Centres in Pretoria, Durban and Harare provide access to reference books, which can be accessed only on-site at these locations.

Financial Aid

New qualifying students and those renewing their registration may apply for financial assistance in the form of a one-time credit to their student account upon module registration. This aid is awarded based on the student's academic performance in their most recent year of study, requiring an overall pass rate of at least 60% to apply. Please note that criteria, guidelines, and monetary amounts are subject to change without prior notice.

Financial assistance is granted once per year. To be considered, students must submit their application by the published deadline and complete the online application form available on www.imm.ac.za. The application deadline is 31 December each year, and decisions will be communicated to applicants by 31 January.

Please be aware that financial aid does not cover accommodation, pocket money, new student fees, or annual student support fees. Additionally, financial assistance is not available for postgraduate studies. The decision regarding financial aid applications is final, and no further correspondence will be entered into.

Student Code of Conduct

The institution is committed to fostering a positive, respectful and supportive learning environment that upholds the principles of honesty, integrity, civility, and mutual respect. The Student Code of Conduct publicly affirms our core values and outlines the expectations for all students. By enrolling on an academic programme, students agree to abide by the standards and principles outlined in the Student Code of Conduct.

The purpose of the Student Code of Conduct is to:

- Ensure students uphold the reputation of the IMM Graduate School, whether on campus, online, on social media, and during social activities and events.
- Expect students to act with integrity, professionalism, and respect both in person and virtually, avoiding conduct that could harm the institution's reputation.
- Encourage students to support and comply with the institution's governance, policies, and administrative procedures.
- Urge active and constructive participation in all academic and administrative activities.
- Require students to complete assessments honestly and with academic integrity, avoiding plagiarism, third-party assistance, ghostwriting, contract cheating, or the unauthorised use of Artificial Intelligence tools.
- Expect students to provide truthful and accurate information regarding their current academic status and previous qualifications.
- Promote respectful and dignified treatment of all staff members and fellow students, regardless of race, gender, nationality, sexual orientation, age, or disability.
- Respect the ownership rights of the institution, its staff, and students concerning intellectual property and other assets.
- Support a healthy and safe student life by abstaining from the use or possession of illegal substances, harmful items, or engaging in behavior that threatens the wellbeing of others.

Student-centric Communication Platforms

The IMM Graduate School reserves the right to communicate with our students primarily via email, SMS and WhatsApp. Messaging sent via SMS and WhatsApp is typically used for updates, announcements and urgent notifications. Students are expected to ensure that notifications on their devices are enabled and to keep their contact details, including cell phone numbers and email addresses, up to date on the Student Portal.

All communication with students upholds the principles of autonomy, privacy and personal responsibility. The IMM Graduate School students are regarded as mature adults capable of managing their educational responsibilities and communicating their own needs. Parents are encouraged to support students in taking ownership of their higher education journey, fostering independence and responsible decision-making. Respecting these boundaries aligns with the principles of higher education and prepares students for adult life.

To reflect the transition from high school to higher education, a student's conduct and academic performance will only be discussed with parents with the student's consent. The institution will not respond to parental inquiries about a student's academic record or performance unless the student's consent is provided, and the student is included in the correspondence. This ensures that students' rights to confidentiality are protected and that their personal and academic information remains secure.

While the IMM Graduate School recognises the valuable role of parents in supporting student success, this support should be exercised through open and honest dialogue with the student. Parents are encouraged to guide students to raise concerns directly with the institution rather than contacting the institution on their behalf. Such engagement fosters responsibility and helps students develop essential skills for success in higher education and beyond.

Admission

Prospective students who meet the statutory and institutional requirements must submit their applications for admission by closing dates specified on the Calendar of Events, which is available on the website www.imm.ac.za.

The Academic Board is responsible for making the final decision on student admissions. Admission is based on programme-specific admission criteria, including the minimum requirements set for transfer students and the number of students per programme, as approved by the Academic Board.

The admission process is considered complete once students who meet the criteria enrol on the appropriate academic programme and begin registering for modules.

Right of admission

A student is not allowed to be enrolled on more than one academic programme at the same time. The institution reserves the right to refuse or cancel a student's permission to study if it is found that the student is enrolled at another academic institution simultaneously.

If a student wishes to change their enrolled programme, they must submit a formal request to the Office of the Registrar at least two weeks before the module registration closing date.

Applicants who have applied for admission and meet the minimum entry requirements but are denied admission can request a written explanation for the refusal from the Dean of Faculty (academic@immgsm.ac.za).

Language Policy

It is acknowledged that English is the prescribed language for all academic and administrative purposes within the institution. Recognising that English is the language of preference and the global standard in the international business environment, it has been designated as the official language for the following areas:

- Any general internal or external communication
- Study material
- Lecturing and learning activities
- Assessments.

This ensures consistency, clarity, and effective communication across all aspects of the academic experience.

Required documents for South African applicants

Supporting documents may be submitted in PDF or TIF (image file) format. The IMM Graduate School reserves the right to request original documents. Submitting fraudulent documents is an offence in terms of the Student Code of Conduct. South African applicants must submit, together with their registration form, the following:

- **First-year students:**
 - A copy of an ID document or passport, provided the passport is valid at the time of enrolment.
 - A copy of an official confirmation that the candidate has qualified for the relevant certificate is required. The official Statement of Results is acceptable for admission purposes, but the official certificate must be submitted as soon as it becomes available.
- **Undergraduate students transferring from other higher education institutions:**
 - A copy of an ID document or passport, provided the passport is valid at the time of enrolment.
 - A copy of the original Senior Certificate, National Senior Certificate (NSC) or equivalent qualification including symbols.
 - A copy of the original academic records/transcripts from the previous higher education institution/s.
 - A copy of the original Certificate of Conduct.
- **Students enrolling in postgraduate academic programmes:**
 - A copy of an ID document or passport, provided the passport is valid at the time of enrolment.
 - A copy of the original undergraduate qualification/s.
 - A copy of the original academic records/transcripts

Required documents for foreign applicants

Required documents

Admission of non-South African resident students is governed by the conditions outlined in the Immigration Act 13 of 2002. Foreign applicants must submit, together with their registration form, copies of the following:

- The original identity document or passport
- Highest academic qualification
- Proof of sufficient financial repatriation funds for purposes of the student's fees.
- A copy of the SAQA evaluation certificate.
(No SAQA evaluation is required for qualifications with O, AS or A levels as mentioned on the IMM Graduate School website www.imm.ac.za, or qualifications from Midlands State University, Zimbabwe).
- Proof of English proficiency. Acceptable evidence includes:
 - Passing English at school-leaving level (e.g. O-level or IGCSE-level), or
 - Completion of a recognised national benchmark tests or other international tests such as IELTS.

VISA requirements

A study visa for foreign students who study online is not required.

Foreign students attending lectures in person at a campus or Student Support Centre must hold a valid study visa permitting study for the minimum duration of their academic programme. To support the VISA application, the IMM Graduate School will issue a VISA letter confirming academic acceptance, provided that applicants have submitted the following:

- A signed registration form confirming attendance of live, in-person lectures
- Proof of payment
- A valid passport

The following types of visas or permits are acceptable:

- Permanent Residence Permit
- Study Visa (Temporary Residence)
- Asylum Seeker Permit or Certificate
- Refugee Visa (Asylum Status)

Students must present a valid visa before beginning live lectures in person at an IMM Graduate School Campus or Student Support Centre. The visa must clearly indicate IMM Graduate School as the institution of study and specify the program in which the student is enrolled. Permission to study at IMM Graduate School with the relevant visa or study permit is only valid for the period specified on the visa or permit. If the student does not complete their academic program within this timeframe, they will need to update their visa before continuing their studies in South Africa. Additionally, if a student changes their academic program, they must apply for a new visa that reflects the updated programme.

Admission criteria for academic programmes

Admission criteria for undergraduate programmes

Standard admission criteria apply to prospective students who have matriculated with one of the following:

- A National Senior Certificate
- A Senior Certificate
- A Cambridge International Certificate

Standard admission criteria for prospective students who have matriculated with a National Senior Certificate

- **Higher Certificate Programmes**

A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a higher certificate programme studies at a higher education institution; and
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language.

- **Diploma Programmes**

A National Senior Certificate (NSC) or equivalent, including:

- Meeting the minimum requirements for admission to a Diploma programme studies at a higher education institution; and
- An achievement rating of at least 3 (40 - 49%) in English home language; or
- An achievement rating of at least 4 (50 - 59%) in English first additional language

- **Degree Programmes**

A National Senior Certificate (NSC) with an achievement rating of 4 (50 - 59%) in at least four recognised 20-credit subjects, including:

- Meeting the minimum requirements for admission to Degree programme studies at a higher education institution; and
- Meeting the English requirement of:
 - An achievement rating of at least 3 (40 - 49%) in English home language; or
 - An achievement rating of at least 4 (50 - 59%) in English first additional language; and
- Meeting the Mathematics requirement of:
 - An achievement rating of at least 3 (40 - 49%) in Mathematics; or
 - An achievement rating of at least 5 (60 - 69%) in Mathematical Literacy.

Standard admission criteria for prospective students who have matriculated with a Cambridge International Certificate

- **Higher Certificate Programmes**

A Cambridge International Certificate with four subjects at IGCSE or O level, including English with an achievement rating of at least D

- **Diploma Programmes**

A Cambridge International Certificate with four subjects at IGCSE or O level, including English with an achievement rating of at least D

- **Degree Programmes**

A Cambridge International Certificate with English and Mathematics in one of the following combinations of A, AS, IGCSE, O or Higher NSSC Levels:

- **2 A Level Subjects:**
 - 2 Subjects at A Level with an achievement rating of at least E; and
 - 3 subjects at IGCSE/O Level with an achievement rating of at least C; or
- **3 A Level Subjects:**
 - 3 Subjects at A Level with an achievement rating of at least E; and
 - 1 subject at IGCSE/O Level with an achievement rating of at least C; or
- **4 AS Level Subjects**
 - 4 Subjects at AS Level with an achievement rating of at least D; and
 - 1 subject at IGCSE/O Level with an achievement rating of at least C; or
- **5 AS Level Subjects:**
 - 5 subjects at AS Level with an achievement rating of at least D; or
- **4 HIGCSE Level Subjects**
 - 4 Subjects at HIGCSE Level with an achievement rating of at least 3; and
 - 1 subject at IGCSE/O Level with an achievement rating of at least C; or
- **4 Higher NSSC Level Subjects**
 - 4 Subjects at Higher NSSC Level with an achievement rating of at least 3; and
 - 1 subject at IGCSE/O Level with an achievement rating of at least C

Standard admission criteria for prospective students who have matriculated with a Senior Certificate

- **Higher Certificate Programmes**

A Senior Certificate (Grade 12) without endorsement

- **Diploma Programmes**

A Senior Certificate (Grade 12) without endorsement

- **Degree Programmes**

A Senior Certificate (Grade 12) with endorsement, including:

- A minimum mark of at least 40% in Mathematics on higher grade; or
- A minimum mark of at least 50% in Mathematics on standard grade;

Alternate admission options for undergraduate academic programmes

- Students with an NQF level 5 certificate, registered with SAQA on the Higher Education Qualification Sub Framework (HEQSF), in a related field, may apply for admission to an undergraduate degree programme.
- Prospective students who meet all other requirements for an academic programme, except for the English requirement, may apply to the Office of the Registrar after completing the National Benchmark Test. Information regarding the test is available from the IMM Graduate School
- Students qualifying for enrolment on a certificate or diploma programme may apply to the Office of the Registrar to be admitted onto a Degree programme as a mature-age student provided that:
 - The student is over the age of 23; and
 - The student obtained a National Senior Certificate without meeting the minimum requirements for admission to a Degree programme; or
 - The student obtained a Senior Certificate without exemption; or
 - The student obtained a Cambridge certificate, a Zimbabwean School Leaving certificate or a foreign equivalent without meeting the minimum requirements for admission to a Degree programme.
 - The minimum requirements for English and Mathematics must have been met.
- Students between the ages of 23 and 44 without a Senior Certificate, National Senior Certificate or equivalent, may apply for RPL (Recognition for Prior Learning). To apply for RPL, candidates should meet the following requirements:
 - They must have at least five years of relevant working experience; and/or
 - They must have knowledge and skills from experiential learning contexts that are transferable to the academic context and that are at the required level for admission to higher education qualification; and
 - They must provide acceptable supporting documents and evidence as proof that they have gained sufficient learning through experience to gain admission to a qualification through an RPL assessment process; and
 - They must have gained sufficient academic English literacy skills through prior learning at the required level for admission to a Higher Education Institution.
- Students 45 years and older who do not meet the standard admission criteria may apply to the Office of the Registrar to be admitted onto an academic programme as mature-age students. When admitting mature-age students, their work experience and previous failed attempts to complete an academic programme at the institution will be taken into consideration

Admission criteria for postgraduate academic programmes

Admission criteria for prospective students in the Postgraduate Diploma in Marketing Management

- A recognised three-year qualification at NQF level 7 from an accredited provider of higher education.
- A CV and motivational letter are required.

Admission criteria for prospective students in the Bachelor of Philosophy Honours in Marketing Management

- An appropriate NQF level 7 qualification from an accredited provider of higher education, with an overall average of 60%.
- A CV and motivational letter are required.

Additional readings and/or recommendations may be required for students who meet the 60% average requirement but have limited marketing knowledge or experience.

Alternate admission options for prospective students in the Bachelor of Philosophy Honours in Marketing Management:

Students who do not meet the 60% average requirement qualify to enrol on the Postgraduate Diploma in Marketing Management. Students who completed the Postgraduate Diploma in Marketing Management may articulate to the Bachelor of Philosophy Honours in Marketing Management once they have completed the academic programme. Upon articulation, the following credits will apply provided that corresponding modules were completed in the previous five years:

- Advanced Strategic Marketing (ASM401H) - 20 credits
- Advanced Brand Management (ABM401H) - 20 credits
- Advanced Digital Marketing (ADM401H) - 20 credits

Admission criteria for prospective students in the Bachelor of Commerce Honours in Supply Chain Management

- An appropriate NQF level 7 qualification from an accredited provider of higher education, with an overall average of 60%.
- A CV and motivational letter are required.

Additional readings and/or recommendations may be required for students who meet the 60% average requirement but have limited supply chain knowledge or experience.

Admission criteria for prospective students in the Master of Philosophy in Marketing:

- An appropriate NQF Level 8 qualification with an overall average of 60%:
 - A Bachelor of Commerce Honours with Marketing Management and Research Methodology; or
 - A Bachelor of Philosophy Honours with Marketing Management and Research Methodology; or
 - A Bachelor of Arts Honours in Marketing Communications with Marketing Management and Marketing Communications as majors; or
 - A Postgraduate Diploma with Research; or
 - Any other equivalent qualification with a Research component.
- A provisional research proposal for evaluation by the Research Committee.
- A CV and motivational letter are required.
- All applications are subject to an interview by the Postgraduate Studies Committee.

Alternative admission options for students with a Postgraduate Diploma in Marketing without Research

Students who graduated with a Postgraduate Diploma without Research have two alternate options to gain access to the Master's Degree studies:

- They can articulate to the Bachelor of Philosophy Honours in Marketing Management and upon completion, apply for the Master of Philosophy in Marketing; or
- They can enrol for a compulsory Pre-Master's admission course of six months. Upon completion, they may continue with the Master of Philosophy in Marketing.

Articulating to the Bachelor of Philosophy Honours in Marketing Management

Students who have completed the Postgraduate Diploma in Marketing Management without Research may articulate to the Bachelor of Philosophy Honours in Marketing Management. Upon articulation, the following credits will apply, provided that the Postgraduate Diploma in Marketing Management was completed in the previous five years:

- Advanced Strategic Marketing (ASM401H) - 20 credits
- Advanced Brand Management (ABM401H) - 20 credits
- Advanced Digital Marketing (ADM401H) - 20 credits

Upon completion of the Bachelor of Philosophy Honours in Marketing Management, students may apply for the Master of Philosophy in Marketing;

or

Enrolling on a compulsory Pre-Master's admission course

Students who have completed the Postgraduate Diploma in Marketing Management or a similar field, without Research, have the option of enrolling for a Pre-Registration Admission Course. Pre-Registration Admission Course affords prospective students one semester (**6 months**) to complete the following:

- Research Theory & Proposal writing; and
- All workshops of the Pre-Registration Induction Phase.

Attendance of all workshops will be compulsory. Upon completion within one semester (six months), the applicant would be recommended for full enrolment on the Master of Philosophy in Marketing. Failing to complete the above within six months would mean that the prospective student do not qualify for enrolment.

Enrolment

Qualifying students who have been granted admission to study, may enrol on an appropriate academic programme once the admission process has been completed. Upon enrolment, students receive a unique student number and security pin. The student number and pin are used to access the Student Portal on the institution's website.

Duration of Study

Minimum and maximum durations of study

The institution has established minimum and maximum durations for completing academic programs to maintain quality. The minimum duration ensures students spend enough time to fully understand the module content, while the maximum duration ensures that the course materials remain current and relevant. Students are required to complete their programs within these prescribed timeframes. Completing an academic programme in less than the minimum duration is not permitted.

Full-time study durations

To finish a qualification within the minimum duration, students must enroll as full-time students and complete between three and four modules each semester. This workload allows students to complete their modules within the standard semester, helping them graduate within the minimum prescribed time. Some limited flexibility is available for students who need a little extra time to complete their remaining modules. The minimum and maximum durations for full-time study are:

Qualification:	Minimum duration of study:	Maximum duration of study:
Higher Certificate programmes:	1 Year	2 Years
Diploma programmes:	3 Years	5 Years
Undergraduate Degree programmes:	3 Years	5 Years
Postgraduate Diploma programmes:	1 Year	2 Years
Honours Degree programmes:	1 Year	2 Years
Master's Degree programmes:	18 months	2 Years

Before enrolling on the Master's Degree programs, students must complete a pre-registration induction within six months of receiving approval. This induction is separate from the official study period and does not count toward the duration of the programme. Additionally, certain aspects of the marking and moderation of the Master's Degree Dissertation may occur outside the designated study timeframe.

Part-time study durations

Part-time study allows students to pursue their qualifications at a slower pace by enrolling in fewer modules per semester. This flexible approach extends the overall duration of study, making it suitable for students who wish to balance their studies alongside work, family, or other commitments. Part-time students take longer to complete their qualifications but benefit from the ability to tailor their study schedule to their personal and professional responsibilities.

Qualification:	Minimum duration of study:	Maximum duration of study:
Higher Certificate programmes:	2 Years	3 Years
Diploma programmes:	3 Years	7 Years
Undergraduate Degree programmes:	3 Years	7 Years
Postgraduate Diploma programmes:	2 Years	3 Years
Honours Degree programmes:	2 Years	3 Years
Master's Degree programmes:	18 months	3 Years

Part-time students must also complete the pre-registration induction phase within six months of approval. This induction is separate from the official study period. Certain aspects of the marking and moderation of the Master's Degree Dissertation may occur outside the designated study timeframe.

Credit Accumulation and Transfer (CAT)

Students who enrol on an academic programme may apply to be credited for previously completed modules. A once-off, non-refundable application fee applies.

Credit Accumulation and Transfer (CAT) for modules completed at the IMM Graduate School

- Credit for learning in an **incomplete** qualification can be granted for all corresponding modules, provided that:
 - The module was completed within the previous five years; and
 - A designated faculty member has confirmed at least 80% overlap in content, exit level outcomes, and learning outcome

This applies to credits for exit-level modules as well. If a second- or third-year module was completed within the last five years, credit may also be granted for the corresponding first-year module

- Credit for learning in a **previously completed qualification** can be granted for up to 50% of the credit value of a different qualification, provided that:
 - The module was completed within the previous five years; and
 - An 80% overlap in the content, exit level outcomes and learning outcomes has been confirmed by a designated member of Faculty; and
 - The module was completed at the same NQF level as the module for which credit is being sought.

Exit-level modules are not eligible for credit for learning in a **previously completed qualification**.

Credit Accumulation and Transfer (CAT) for modules completed at other institutions

- Credit for learning in an **incomplete** qualification can be granted for corresponding modules up to 50% of the credit value of the IMM Graduate School qualification, provided that:
 - The module was completed within the previous five years; and
 - An 80% overlap in the content, exit level outcomes and learning outcomes has been confirmed by a designated member of Faculty.

This includes credits for exit-level modules. If a second or third-year module was completed within the previous five years, credit may be granted for the corresponding first-year module as well.

- Credit for learning in a **previously completed qualification** can be granted for up to 50% of the credit value of a different qualification, provided that:
 - The module was completed within the previous five years; and
 - An 80% overlap in the content, exit level outcomes and learning outcomes has been confirmed by a designated member of Faculty; and
 - The module was completed at the same NQF level as the module for which credit is being sought.

Exit-level modules are not eligible for credit for learning in a **previously completed qualification**.

The following documents are required from students applying for credit for learning in a completed or incomplete qualification at another institution:

- A certified copy of their full academic record, showing the modules passed and the credit value and the mark obtained per module; and
- The full syllabus of the modules completed, including the assessment and exit-level outcomes.

All qualifications submitted for credit transfer must be registered on NQF level 6 or above. Students will be advised timeously and in writing of the decision to grant credit transfers. The credit transfer letter detailing the credit transfers granted is valid for ONE academic year only. In the event of credit transfer/s being granted, a credit transfer fee per module is payable to apply the credit transfer on the academic record. The credit transfer fee is determined annually. Please note that credit transfers will only be granted if the conferring institution is approved and the criteria set by the Academic Board are met. The application for credit transfer/s, together with the relevant application fee must reach us on or before the specified date.

Enrolment cancellation

Students may cancel their enrolment to study towards a particular academic programme at any time by informing the institution of the cancellation in writing. Application Fees, enrolment fees, Professional Development Fees and Bi-Annual Module Registration Fees are non-refundable. Students who discontinued their studies must re-apply if they wish to enrol at a later date. Students may only be enrolled on one academic programme at a time. Students must complete their current academic programme before advancing to the next level programme.

Registration

For Blended Hybrid and Distance Study Options, the academic year is divided into two semesters. Students planning to complete the final assessment in a particular semester must register for the module on or before the registration closing dates for registration as published in the Calendar of Events on website www.imm.ac.za.

Requirements to register for a Final Assessment

To register, students must adhere to the following:

- All fees must be paid in full; and
- Students must have read the Prospectus and Yearbook on the website www.imm.ac.za; and
- Registration queries must be raised and resolved before the close of registration.

Registration method

Module registration must be completed online by the student. Students who need assistance with the online registration process may visit any of the institution's offices, where a staff member will guide the student through the online registration process.

When registering online, students must accept the Terms and Conditions to complete the online module registration. Registered students confirm that they have read the Prospectus and Student Yearbook and agree to adhere to all policies and procedures as summarised in the Student Code of Conduct. Students should continuously check the latest Prospectus and Student Yearbook on the website to see if any policies or procedures have changed.

Registration will be acknowledged with a Confirmation of Registration Letter on the Student Portal after the registration process has been completed. **It is the student's responsibility to check if they have registered for the correct modules within 5 working days of the online registration.** Renewal students may register online by following the "Student Portal" link from the website. New students may register online once they have completed the enrolment process and received a student number from the institution.

Once students have registered for modules, they will receive a separate pin which can be used to access the academic material on Elearn. A different pin is required for Elearn each semester to access study material on eLearn on the website.

Selection of modules

Students must consider the following when selecting the modules for a particular semester:

- The maximum number of modules in a particular semester must comply with the requirements of the minimum and maximum durations of study per academic programme.
- Prerequisite modules must be completed before registration for the following modules is permitted.
- The selected modules must comply with the constraints of all assessment schedules.

Maximum number of modules per semester

Registration for new modules is limited per semester, preventing students from completing a qualification in less than the minimum full-time and part-time study durations. Any number of failed modules may be added to the number of selected new modules, up to a maximum of four modules per semester. Registration for more than four modules will not be permitted.

Pre-requisite modules

Students must adhere to the prescribed order of modules when registering. The following pre-requisite modules apply:

- Certificate programmes
 - Academic Literacy must be completed during the first semester of registration on the certificates. If unsuccessful, the module will be compulsory in the following semesters until completed.
 - Fundamentals of Marketing must be completed before Fundamentals of Digital Marketing

In addition to the pre-requisite modules listed, students are advised to consider the following when selecting modules:

- Complete Fundamentals of Business Numeracy in the first Semester of the Higher Certificates.
- Complete Fundamentals of Supply Chain Management in the first Semester of the Higher Certificate in Supply Chain Management.

- Undergraduate Diploma programmes
 - Academic Skills Development (ASD) needs to be completed during the first semester of registration. If unsuccessful, ASD will be compulsory in the following semesters until completed.
 - Principles of Business Management must be completed before Application of Business Management
 - Principles of Financial Management must be completed before Application of Financial Management
 - Principles of Marketing must be completed before Application of Marketing
 - Principles of Marketing must be completed before Principles of Digital Marketing
 - Application of Marketing must be completed before Strategic Marketing

In addition to the pre-requisite modules listed, students are advised to consider the following when selecting modules:

- Complete all first-year modules before attempting second-year modules and all second-year modules before attempting third-year modules.
- Strategic Marketing is the final module of the Diploma in Marketing Management. It is recommended that students register to write this examination only after successful completion of all the other modules that comprise the Diploma in Marketing Management.

- Undergraduate Degree programmes
 - Academic Skills Development (ASD) needs to be completed during the first semester. If unsuccessful, ASD will be compulsory in following semesters until completed.
 - Business Management 1 must be completed before Business Management 2
 - Financial Management 1 must be completed before Financial Management 2
 - Marketing 1 must be completed before Marketing 2
 - Marketing 1 must be completed before Brand Management
 - Procurement 1 must be completed before Procurement 2
 - Supply Chain Management 1 must be completed before Supply Chain Management 2
 - Transport & Logistics 1 must be completed before Transport & Logistics 2
 - Business Management 2 must be completed before Business Management 3
 - Financial Management 2 must be completed before Financial Management 3
 - Financial Management 2 must be completed before Trade Finance and Payments
 - Marketing 2 must be completed before Marketing 3
 - Marketing 2 must be completed before Business Project
 - Marketing 2 must be completed before Business-to-Business Marketing, Digital Marketing Applications or Retail Marketing
 - Procurement 2 must be completed before Procurement 3
 - Research Theory must be completed before Marketing Research: Project
 - Supply Chain Management 2 must be completed before Supply Chain Management 3
 - Supply Chain Management 2 must be completed before International Supply Chain Project
 - Transport & Logistics 2 must be completed before Transport & Logistics 3

In addition to the pre-requisite modules listed, students are advised to consider the following when selecting modules:

- Complete all first-year modules before attempting second-year modules and all second-year modules before attempting third-year modules.
- Complete Business Statistics before attempting Research Theory.

- Postgraduate Diploma in Marketing Management
 - Applied Brand Management and Communications (ABMC48201P) and Applied Digital Marketing Dynamics (ADMD48201P) must be completed before Applied Marketing Project (AMP48303P).

Students are advised to complete Applied Brand Management and Communications and Applied Digital Marketing Dynamics first, followed by Applied Marketing Leadership and Applied Creative Economy Practice. Applied Marketing Project is recommended as the final module, to be completed on its own due to the workload.

- Honours Degree programmes
 - Advanced Research: Theory must be completed before the Advanced Marketing Research: Report
 - Advanced Research: Theory must be completed before Advanced Supply Chain Research: Report
 - Advanced Strategic Marketing and Advanced Brand Management must be completed before the Advanced Marketing Application Report is attempted.

In addition to the pre-requisite modules listed, students are advised to consider the following when selecting modules:

- Complete Advanced Digital Marketing before attempting the Advanced Marketing Application Report.
- Complete Advanced Strategic Marketing and Advanced Brand Management before attempting Advanced Digital Marketing.

Re-registration

Qualifying students may apply to re-register for passed or failed modules:

Re-registration for passed modules

Students wanting to improve the mark of a passed module may register after graduation to complete the module for Non-Degree purposes (NDP). Upon completion, students will have access to a Record of Study confirming their enrolment and achievement in the module.

Re-registration for failed modules

Students must reregister to repeat a failed module at the module fee at the time of registration. Students are limited to five final assessment attempts per module. A Supplementary Final Assessment is calculated as an attempt. No-shows, which is when a student registers for a module without completing the final assessment, are not included in the calculation of the number of attempts.

A new research topic must be selected when students re-register for the following projects and reports:

- BP304B
- MP301D
- MRP302B
- AMAR401H
- AMRR402H
- ASCR402H

Registration for Non-Diploma/Non-Degree purposes (NDP)

Students interested in taking a module without enrolling on a diploma or degree programme may apply to the Office of the Registrar for registration under the Non-Diploma or Non-Degree Purposes (NDP) category. These students are required to pay the applicable enrolment, annual registration, and assessment fees.

To qualify for NDP registration, students must meet all relevant admission requirements for the specific curriculum to which the module belongs and comply with any prerequisite modules. For instance, students who only meet the requirements for a Higher Certificate are not eligible to register for Degree-level modules. Additionally, some modules have prerequisites—such as Marketing 1 (MAR101B), which must be passed before enrolling in Marketing 2 (MAR202B). When registering for NDP, students must submit proof of completion for any requisite module.

NDP students do not receive formal certification upon completion but are issued an Academic Record, documenting the modules taken and completed.

At any time, NDP students may choose to formally enrol in an academic programme.

Student Fees

Admission Fees

By applying to be admitted to study, applicants agree to the rules and regulations of the institution. Once the applicant is enrolled on an academic programme, applicants become liable for a once-off enrolment fee associated with the administrative costs of processing the application and enrolment. Enrolment fees are non-refundable. The fees students are liable for upon enrolment are listed on the website. Fees include but are not limited to:

- Application fee where applicable
- Enrolment Fee

Registration Fees

Students who register for a Final Assessment in a particular module are liable for the fees associated with the administration, teaching and examination of the modules they select. The website www.imm.ac.za lists the fees students are liable to the IMM Graduate School for. Fees include but are not limited to:

- Registration fee per module
- Late registration fee
- Administration fee
- Professional development fee
- Credit Transfer fee
- Lecture fee
- Tutorial fee

Early Bird Fees

Students registering in advance before 31 December are eligible for an Early Bird Fee. Early Bird Fees are charged according to the current academic year's fee schedule provided that payment is made before 31 December.

Assessment

Notional Hours

Students should engage in at least 200 hours of study for each twenty-credit module before attempting the examination.

Past Papers

Examination question papers for previous examination sessions are available upon registration, on eLearn. Selected online Final Assessment past papers are available.

Examination/Final Assessment questions do not always cover all aspects of the syllabus. Examination/Final Assessment papers are not always structured in the same way and the IMM Graduate School reserves the right to alter the format of its examination/final assessment papers at any time without notice. Thus, working through past papers only is NOT regarded as sufficient preparation for the examination/final assessment.

The purpose of the past papers is to:

- Give students an indication of the nature and type of examination questions asked in the previous examination
- Assist students in the revision stages of their study programme

Textbooks

The institution prescribes a textbook for some modules offered. Each student is required to purchase a copy for each of the modules that he/she has elected to study. The purpose of the prescribed textbook is to guide the student through the course material in a structured manner. The acquisition of the prescribed textbooks is the responsibility of the student.

Assessment workshops

The workshops focus on problems or difficult areas as identified by students. These are highly interactive sessions which facilitate the exchange of knowledge, ideas and problem-solving strategies. Students need to prepare ahead of time to receive the full benefit of the workshops. Workshops start approximately six weeks before the start of each semester examination session. Workshop registration and fee information are available on the website and Student Portal.

These workshops are only held if a sufficient number of students register for a specific session. For further information, contact the national office on 0861 IMM GSM/0861 466 476 or +27 11 628 2000.

Technical requirements to complete assessments

The IMM Graduate School is a blended learning institution. All students are required to have access to a computer with a functional camera and microphone, internet access and sufficient data to:

- complete assignments
- complete final assessments and
- access academic resources on the eLearn platform. These include the eLibrary, study guides, online tutorials, continuous assessments and module-specific group discussion forums and announcements.

The use of proctoring software to invigilate online, timed assessments is compulsory. For the duration of an online, timed assessment, students must have access to a laptop or desktop computer with a functional camera and microphone according to the technical requirements of the proctoring software used. Students should also have access to sufficient data for the use of proctoring software. Students are expected to make reasonable provision for any occurrences of scheduled load shedding to complete assessments on time.

Formative and summative assessments

The assessment process for most of the modules is made up of two components, namely, formative assessments (assignments and/or semester tests) and summative assessments (examinations or final assessments).

The number of assessments depends on the module-specific requirements with one examination or final assessment per module. The formative assessment for most modules constitutes 30% of the semester mark and the summative assessment 70%, unless otherwise specified. All assignments, projects and reports may only be submitted on the eLearn platform.

For NQF level 5 modules, two semester tests with a collective weighting of 10% of the final mark are required. For these modules, the Semester Assignment will be a written essay-type assessment focusing on practical application. The Semester Assignment will have a 20% weighting of final mark. The Final Assessment consists of 100 marks with a weighting of 70% of the final mark.

Assignments allow students to assess their progress, while feedback enables each student to ascertain where they may need to focus before writing their examinations/final assessments. Assignments must be submitted on or before the specified date and time. It is the student's responsibility to ensure that the institution receives his/her assignment/s on or before the specified date. Assignment results are released (as percentages) on a specified date. Please refer to the Calendar of Events.

Please check on eLearn for the format of each module-specific assignment for all undergraduate and postgraduate programmes.

The Final Assessment will be in an essay-type format focusing on critical thinking, problem-solving, creativity, academic writing skills and application of knowledge. Students are required to complete assessments using their own words, insights and paradigms. Direct quotations from the Study Guide, textbook and online sources will not be permitted, therefore, no marks will be awarded for merely repeating passages from a textbook or any online source.

Assessment Results

Assessment results are released in the form of percentages to fully paid-up students, on the Student Portal, on the date as published on the Calendar of Events. Assessment results will not be released telephonically.

Unless otherwise specified, summative assessments constitute 70% of the total assessment result and formative assessments 30%.

Percentage	Symbol	Status	Percentage	Symbol	Status
75% or more	A	Passed Cum Laude	40% - 49%	E	Failed
70% - 74%	B	Passed	30% - 39%	F	Failed
60% - 69%	C	Passed	Below 30%	G	Failed
50% - 59%	D	Passed		RNFI	Results Not Finalised Due to Inquiry

Results released as "RNFI" on the Student Portal refer to assessment results pending the outcome of a Student Inquiry into the academic integrity of the assessment.

For the Master of Philosophy in Marketing, final results will depend on the submission of required documents and their evaluation by examiners.

Result Queries and Appeals

The institution aims to provide transparent feedback on assessment results through result appeal and feedback processes.

Assignment Result Appeal

For uploaded assignments, students can view marked assignments and presentation evaluations on the eLearn platform. Students can also view marked online eActivity assignments on eLearn.

To appeal the result of an assignment or test, students must complete and submit an online Assignment Result Appeal application form on our website at www.imm.ac.za on or before the published deadlines on the Calendar of Events. Applications must contain detailed descriptions of the reasons for the appeal, with references to Questions, sections of assessments or marker feedback. This section is not intended for general remarks and only the specific marking queries pointed out will be reviewed. Assignment Result Appeal Applications submitted after the published deadline will not be considered.

Final Assessment Feedback Report

Students may apply for feedback on their final assessment. This feedback will only be made available after the Supplementary Final Assessment period.

- Refer to the Calendar of Events for the application closing date.
- Complete and submit the application form via the link on our website at www.imm.ac.za.
- Check the Prospectus or website for the relevant fee.
- Refer to the Calendar of Events for the release date.

Final Assessment feedback is focused on the shortcomings and mistakes in answers to assist students in preparation for future attempts.

Script Viewing

Script viewing is only allowed after a Final Assessment Result Appeal or a Final Assessment Feedback Report.

Final Assessment Result Appeal

Students with a final result between 40% and 49% or 70% and 74% may apply for a result appeal for that particular module. Students writing the supplementary assessment may not apply for the result appeal.

- Refer to the Calendar of Events for the application closing date.
- Complete and submit the application form via the link on our website at www.imm.ac.za.
- Check the Prospectus or website for the relevant fee.
- Refer to the Calendar of Events for the release date.
- This is a review of the marking process of the relevant assessment.
- The academic record is updated should a discrepancy be found.
- No feedback report accompanies the appeal outcome, only the mark.
- Script viewing is only allowed after a Final Assessment Result Appeal or a Final Assessment Feedback Report.
- The RA outcome is final, and no further appeals will be permitted.

Academic Integrity of Assessments

The academic development of students is our primary concern, and we are committed to providing students with academic qualifications of a high standard. In line with our core values, we expect student behaviour that is conducive to learning in an environment of honesty, integrity, civility and mutual respect. Academic integrity forms the cornerstone of education and students must apply the required academic rigour to complete assessments that are free of plagiarism and third-party involvement. This includes ghostwriting, contract cheating and unauthorised use of Artificial Intelligence.

Understanding Plagiarism and Artificial Intelligence

Students are required to use sources that enrich and support the content of their assessments and projects. Sources are resources used to obtain information that assists students in completing assessments. An acknowledgement is a description of the sources used that will guide others to locate the source.

Plagiarism occurs when presenting work from another source as an original contribution without appropriately acknowledging the source.

The sources of plagiarism are grouped into five broad categories:

- Plagiarism through contract cheating. Contract cheating is the act of enlisting assistance from assignment help services, online services or individuals to either obtain or make available answers to assignments
- Plagiarism from textual/internet sources
- Plagiarism from another individual or group of individuals, also known as syndication
- Plagiarism of your previous work

Plagiarism avoidance

The skill of identifying and avoiding plagiarism requires study and eventual mastery:

- Answers must be in the student's own words to accurately assess their understanding of the module content.
- Under no circumstances may students enlist assistance from assignment help services, online services or individuals to either obtain or make available answers to assignments. Students must complete their own assessments without any third-party assistance.
- Students must follow the Harvard Referencing system, apply adequate paraphrasing and avoid copying passages from other sources without the use of block quotations or inverted commas.
- Under no circumstances may students copy from previously submitted assessments without referencing the source.
- Under no circumstances may students copy the work of other students or allow others access to their work.

Plagiarism detection

The institution reserves the right to use software tools to monitor the academic integrity of assessments. This may include:

- Using plagiarism detection software to scan submitted assessments for similarities with other existing texts;
- Using linguistic software to scan submitted assessments for linguistic anomalies to detect whether an assessment was completed by its attributed author;

Students are advised to keep the following in mind when reviewing similarities to other sources before submitting assignments:

- The acceptable level of plagiarism is deemed to be zero.
- Plagiarism may often involve similarity, but not all similarity indicates plagiarism.
- Plagiarism detection software may detect similarities to other sources after an assessment has been submitted for grading, resulting in a similarity index percentage that increased since the time of the submission.
- Similarity to other sources resulting from incorrect referencing, inadequate paraphrasing, copying, or syndication will be treated as plagiarism regardless of the similarity percentage indicated by an internet-based plagiarism-detection service.

Understanding Artificial Intelligence

Artificial Intelligence (AI) offers powerful tools that can enhance the learning experience. From research assistance and study support to generating ideas, AI can be an effective resource when used responsibly. However, it is essential to understand the boundaries of ethical AI use to maintain academic integrity and to genuinely develop and demonstrate an understanding of the subject matter:

- AI tools can be helpful to clarify concepts and generate ideas. These tools can be utilised to supplement learning, but not to complete assessments or assignments. Assessments should reflect the student's understanding, insight, and critical thinking.
- Using AI to produce entire assessments or answers, and submitting these as your own, constitutes an academic transgression. Such practices do not demonstrate the student's personal knowledge or skills and may result in disciplinary action.
- Cite sources and acknowledge the use of AI tools where appropriate. Students are reminded that integrity is fundamental to the academic journey.
- Assessments are designed to evaluate a student's understanding. Relying solely on AI to answer questions undermines this purpose. Instead, students can use AI to enhance their critical thinking and analytical skills.

Explaining the boundaries of ethical AI usage

While AI can be a valuable resource, the institution prioritises assessing students' comprehension and analytical and problem-solving skills. The aim is to ensure that the work submitted genuinely reflects the student's mastery of programme and module outcomes. Any work submitted should be the student's own, supported by understanding and insight. The level of AI usage must correspond with the expected academic prowess associated with the student's level of study.

At a basic level, students may use AI when authorised to do so solely for checking spelling, grammar, or basic language corrections. The institution may request proof of the original draft with marked corrections, or a brief statement explaining the AI's limited use.

At times, moderate assistance when completing assessments may be permitted. Students may utilise AI for idea generation, summarising sources, or paraphrasing content. The institution may request draft versions showing AI-generated content integrated and explaining how AI was used.

Only when advanced AI usage is permitted, may students use this to restructure paragraphs, shuffle content, or refine arguments. Drafts showing AI-generated sections, detailed explanation of AI's role, and evidence of critical review and modifications made by the student must be available as supporting documents.

Declaration of AI usage

When the use of AI is permitted in an assessment, students must acknowledge the use of AI tools. An AI usage checklist and accompanying section detailing the AI usage must be completed to guide the declaration of ethical use of AI tools in every assessment. Students must submit this declaration in the designated question provided in an online quiz. If the assessment is in a format that must be uploaded, an additional attachment option will be available for submitting the declaration. As part of the declaration, students must provide descriptions, names of AI tools and prompts used to complete their assessment.

AI detection

The institution reserves the right to scrutinise assessments for any signs indicating that the work submitted might not be a reflection of the student's understanding and insight.

Should any doubt arise about the ethical use of Artificial Intelligence in an assessment, the institution reserves the right to enlist alternative assessment options to verify a student's understanding, insight and analytical skills as presented in an assessment. Failing to demonstrate the same level of comprehension, insight and analytical skills in an alternative assessment as in the originally submitted assessment, may result in a sanction according to the prescribed sanctions for academic and non-academic misconduct:

- **Naïve transgressions** are first-time, minor transgressions resulting from ignorance or academic inexperience. Naïve transgressions are usually restricted to first transgressions for undergraduate students and may result in a sanction of a 20% deduction of the assessment mark.
- **Moderate transgressions** refer to repeat transgressions or first-time transgressions at a more senior level of study. Moderate transgressions include first-time transgressions at the Postgraduate Diploma and Honours Degree level, and may result in a sanction of a 50% deduction of the assessment mark.
- **Severe transgressions** are serious infringements by students who transgress assessment rules and regulations intentionally or negligently. Severe transgressions include first-time transgressions at a Master's Degree or PhD level and may result in the invalidation of the assessment.

Proctoring of timed, online assessments

Online Timed Assessments must be completed in a proctored environment.

When completing Online Timed Assessments, the use of proctoring software as determined by the institution is compulsory. Students will be required to download the proctoring software on the device they use to complete the assessment and allow access to video recordings, voice recordings, screenshots, GPS location and a front-facing camera for selfies. Failure to use the proctoring application will result in the invalidation of the assessment, and the student will receive a zero for the assessment. Failed video recordings, voice recordings, screenshots, GPS location or selfies will result in the invalidation of the assessment, and the student will receive a zero for the assessment.

Students in a country or territory where the proctoring application is not supported may apply to register and pay for private invigilation. For private invigilation, the student will be required to source and present for approval a suitable and available invigilator. If approved, the student will be liable for any fees levied by the invigilator. Failure to adhere to the invigilation requirements will result in the invalidation of the assessment, and the student will receive a zero for the assessment.

Assignments

Submission Date, Time and Format

Assignments where an upload is required are accepted up to **23h59** on the submission date that is published in the Calendar of Events.

Students are responsible for ensuring that the institution receives their assignments via eLearn on or before the specified assignment due date and time. To be graded, assignments must be uploaded online on eLearn and marks will be awarded for presentation, language, layout and formatting (excluding specific modules). Assignments received via email will not be accepted.

Students are reminded of the following:

- The institution doesn't follow up on students failing to submit by the cut-off dates and times.
- It is the student's responsibility to submit assignments to eLearn by the specified date and time.
- It is the responsibility of the student to submit assignments in the correct, prescribed format.
- Students who only completed sections of an assignment by the cut-off time are advised to submit whatever work has been done.
- Students must follow the step-by-step guides on the eLearn platform to upload their assignments.
- Assignments will not be graded when students only partially complete the submission process by not following the step-by-step guide.

Assignment Plagiarism

- Plagiarism is serious, with penalties ranging from mark deductions to enrolment cancellations.
- Students must acknowledge the Plagiarism and Syndication Declaration when submitting their assessments.
- If a sponsoring company is involved, outcomes of plagiarism investigations may be shared with them.

Assignment Preparation

The following should be included at the top of each page of an assignment or essay:

- The student number
- The module name and code

Assignment Requirements

- Different requirements apply to each assignment session.
- Check specific instructions on eLearn's assignment information.
- Students are responsible for reviewing module-specific and session-specific requirements.
- Check the settings on the device used to complete the assignment that **SA/British English** is used and not USA English.

Assignment Retrievals

- Access to online assignments opens and closes at set times.
- PDF question papers are not provided in advance for any timed quizzes.

General Guidelines

- Understand assignment questions before starting.
- Show knowledge and understanding of covered topics.
- Study assignment submission rules, including the submission How to Guide.

Essay Type Assignment Requirements

- Demonstrate understanding of theory and practical application.
- One mark for a well-formulated, complete statement.
- Use subject terminology correctly.
- Write clear, concise sentences and paragraphs.
- Avoid sentence fragments and long, complex sentences.
- Use correct spelling, punctuation, grammar and sentence structure.
- Proofread before submission.
- Set the computer to SA/British English, not USA English.
- Write in the third person; avoid first-person language, slang and colloquialisms in academic writing.

Assignment and Essay Formatting Guidelines

All assignments and essays must be saved in MS Word format (.docx) and formatted as follows:

- Use Arial font, size 12.
- Use Bold Arial font, size 12 for headings/sections.
- Use English (South Africa) or English (UK) for spell checking.
- Include a table of contents unless otherwise specified.
- Begin each question on a new page.
- For tables and mindmaps, landscape format and Arial font size 10 are allowed.
- The text should be justified (left and right aligned), except for the Reference List and table content which should be left-aligned.
- Use 2 cm margins on both sides of the document.
- Use 1.5 spacing between lines.
- Use single spacing after a full stop or colon.

Page Numbering Requirements

- Format: Page X of Y (e.g., Page 3 of 5).
- Use lowercase Roman numerals for preliminary pages.
- Use Arabic numerals for text and supplementary pages starting from 1.
- Include Reference List page(s) in numbering.
- Ensure correct ordering before uploading.

For the Master of Philosophy in Marketing, students must use the provided template to submit the proposal and dissertation for evaluation.

Assignment and Essay Word Limits

- Unless specified otherwise, assignment and project word limits will be stated in the assignment instructions or for each question.
- Ensure your work is concise, well-structured, and within the word limit.
- Exceeding it may lead to content not being marked.

Harvard Referencing

Students must follow the Harvard referencing style.

- The full list of citations used must then be collected in alphabetical order as a 'List of References' at the end of the document.
- Correct referencing is crucial in all academic work.
- Do not rely on Word's built-in referencing system.
- Internet sources and links should be included and referenced.
- Academic journals and seminal works are recommended.
- Check the module-specific guidelines for the minimum number of references required per NQF level. Textbooks count as a single source, even with multiple authors. The textbook and study guide are compulsory references and should not be counted as part of the number of references required.
- The Reference List is left-aligned, and not fully justified.
- More information on the Harvard Referencing System Guide is available on the eLearn platform.
- The Reference list should not be numbered, nor should it contain bullet points.

Assignment Presentation Marks

- For assignments uploaded (not completed as an online activity), check the presentation mark rubric at the end of each assignment question paper.
- The rubric guides how your assignment's presentation will be assessed.
- For the final mark on the Student Portal, Presentation Marks will be deducted from the mark on eLearn for presentation errors made in the assignment.
- Please note that for the Master of Philosophy (MPhil) in Marketing, no separate presentation marks are allowed for the proposal or final dissertation.

Assignment Resubmissions

For AMRR402H and ASCR402H, students must submit a new topic/research when reregistering if they were unsuccessful with their assessment.

Assignment Instructions on eLearn

- Students must complete two assignments per module unless specified otherwise on eLearn.
- Follow eLearn instructions carefully for each assignment, as completion and submission formats may differ between assignments.
- Check if you need to upload a similarity report, a video presentation or complete an online activity on eLearn.

Assignment Results Overview

Mark allocations are indicated in the Assignment Instructions on eLearn.

For most undergraduate modules with 2 assignments and 1 examination, the following applies:

- Assignment 1: 7% of final mark
- Assignment 2: 23% of final mark
- Examination: 70% of the final mark

For most postgraduate modules with 2 assignments/project and 1 examination, the following applies:

- Assignment 1: 9% of the final mark
- Assignment 2: 21% of the final mark
- Examination: 70% of the final mark

For most modules with 1 to 3 assignments/reports, the assignments/reports contribute 100% of the final mark. While the assignment result may typically count up to 30% of the final score, with the remaining 70% coming from the final assessment or examination, a strong assignment result may not compensate for a weak examination result. Final results are subject to thorough review by a panel of senior academics and administrators to ensure fairness and marking reliability.

After the presentation marks are deducted from the eLearn result, the final result for the Assignment is published to the Student Portal as a percentage. These results cannot be carried over to the next semester. Students submitting assignments without taking the module's examination in that semester, must submit a new assignment when registering for the module again.

For the Master of Philosophy (MPhil) in Marketing, the proposal doesn't contribute to your final marks. However, completing and submitting this document is necessary to obtain ethics clearance and begin the fieldwork stage.

Assignment strategy per programme

Semester tests may be incorporated for NQF Level 5 modules to aid understanding and prevent students from falling behind

Higher Certificate programmes:

For all the modules on these academic programmes, there will be one assignment per module except for Academic Literacy (AL101C). Please check the assignment due dates on eLearn.

Diploma in Marketing Management:

This programme will require the completion of one/two assignments per module except for MP301D*. Please check the assignment due dates on eLearn.

Note: The Academic Skills Development (ASD) mini-module has no assignments. However, students are required to complete a series of continuous assessment activities (CASS) during the 15-hour mini-module. The completion of the continuous assessment activities (CASS) will be reflected in your academic record. Look out for, and read the separate tutorial letter for ASD.

MP301D: This project-based module requires students to submit two assignments, as per eLearn. The assignment will require the student to submit completed versions of the Research and Strategy phases of their overarching Marketing Project. Assignment (Mid-point Submission) = 65 marks, and the overall weighting of this assignment is 40% of the semester mark. The second and final submission will require students to submit the completed and final Marketing Project, which includes the Tactics, Implementation and Measurement aspects, as well as the inclusion of improved versions of the Research and Strategy phases previously submitted. The final assignment submission = 100 marks, and the overall weighting of this assignment constitutes 60% of the semester mark.

Undergraduate Degree Programmes:

Undergraduate Degree programmes require the completion of one/two assignments per module except for MRP302B and BP304B. Please check the assignment due dates on eLearn.

The Academic Skills Development (ASD) mini-module has no assignments. However, students are required to complete a series of continuous assessment activities (CASS) during the 15-hour mini-module. The completion of the continuous assessment activities (CASS) will be reflected in your academic record. Look out for and read the separate tutorial letter for ASD.

For MRP302B, there will be two assignments in the format of a project submission, which will contribute 100% to the final mark. This assignment will be in the format of two project submissions which is an integral part of learning with the IMM Graduate School. Students are required to submit the project using their own words, insights and paradigms. Direct citations from the Study Guide and online sources will not be permitted and no marks will be awarded if students do this. The project-based assignment is due as per eLearn. Students are to note that two submissions are required for this module - the actual report and a PowerPoint presentation (in PDF format). Once completed, it should be uploaded on Turnitin to generate a similarity report. The similarity reports for both should be uploaded on eLearn. Please check the specific module information on eLearn to determine the assignment's due date.

For BP304B, a project-based module, students will be required to do their final submission on a specified date as per eLearn. The project will assess students' ability and competence in integrating concepts learnt throughout their qualification to produce a business plan. The final submission consists of two parts that together will count 100% of the module's mark.

For RM001B, a simulation module, several smaller assignments and simulations will be completed as part of the assessments for this module. There is a final examination to be completed.

Postgraduate Diploma in Marketing Management:

ABMC401P and ADMD401P: There will be two assignments and one Final Assessment.

AMP401P - This module is to be completed 100% online. There are numerous compulsory assignments that all count towards the semester mark and must be completed in an ongoing manner, it cannot be completed at the end of the semester. The marks are allocated as follows: SmartBook chapters 7% (0.5% per chapter – 14 in total) Mini Assignments 27% (9% per mini assignment – 3 in total) Marketing mini simulations 18% (2% per mini simulation – 9 in total) Final Full Marketing simulation (Final Assessment) 48% (includes reflections) TOTAL 100% Final submission: Refer to Calendar of Events (done online on McGraw Hill platform).

AML401P - There are three assignments. The first assignment is an individual assignment and contributes 20% to the final mark. The second assignment is a group submission and contributes 30% to the final mark. The final assignment is an individual submission and contributes 50% to the final mark submission: Refer to Calendar of Events for submission dates.

AMM401P - There are two assignments, both contributing 50% to the final mark. Assignment 1 is marked and feedback is given. Assignment 2 is marked and the mark is combined with the Assignment 1 mark to give a final semester mark out of 100%. Refer to the Calendar of Events for due dates.

BPhil Honours in Marketing Management

Except for AMAR401H and AMRR402H, this qualification requires the completion of two assignments per module. Assignment 1 is a workshop activity with a peer assessment tool that allows students to learn from their peers. Assignment 2 is an eLearn upload.

AMAR401H consists of one group submission towards the end of the semester. It is a practical project which requires students to use previously acquired academic knowledge, creative thinking and group work to submit an extensive report that includes topics within strategic marketing, brand management and integrated marketing communication content. Groups are also required to do a group presentation to sell their recommended strategies. Students must complete a peer review.

AMRR402H is a primary research report. Various interim submissions are required from the student, which are evaluated by the supervisor. The first formally marked submission is the Proposal. The Proposal is compulsory and must be submitted to proceed with the Final Assessment. The Final Report is a compulsory submission which contributes the remaining 100% of the mark. A supervisor will be allocated to each student, who will guide students on the development of the reports.

BCom Honours in Supply Chain Management

For ACM401P, two upload assignments are required with no Workshop Activity. For the remaining modules, two assignments per module are required. Assignment 1 is a workshop activity with a peer assessment tool that allows students to learn from their peers. Assignment 2 is an eLearn upload.

ASCR402H is a primary research report. Various interim submissions are required, to be evaluated by the supervisor. The first formally marked submission is the Proposal. The Proposal is compulsory and must be submitted to proceed with the Final Assessment. The Final Report is a compulsory submission and contributes 100% of the mark. A supervisor will be allocated to each student, who will guide students on the development of the reports.

Master of Philosophy in Marketing

The formative assessment for the Master of Philosophy in Marketing is in the form of a research proposal, to be completed, submitted and approved by the sub-committee of the Research Committee. No marks are awarded for the proposal, but without approval of the proposal, students may not proceed with fieldwork. Fieldwork may proceed once the proposal is approved and an ethical clearance certificate has been issued.

Examinations/Final Assessments

Examination Sessions

Final Assessments per module are completed twice a year, in May/June and October/November of each academic year. The examination/final assessment timetable is available on the website www.imm.ac.za.

Examination Format

Examinations/Final Assessments can be either venue-based, timed, online Final Assessments or take-home examinations that need to be submitted on a specified date. For timed, online Final Assessments, the use of proctoring software is compulsory and students are required to download the invigilation software on their personal computer, register and work through the demo examination at least one week before the examination sitting.

Venue-based Examinations:

The institution reserves the right to schedule Final Assessments to be completed at an examination venue. Students may elect to complete a Final Assessment at any of the available venues. Foreign students must have a relevant study permit or permanent/temporary residence permit to write at a venue in South Africa.

Examination Confirmation

Students must download their examination confirmation letter from the Student Portal, no later than two weeks prior to the start of each examination session. This confirmation provides the following information:

- Examination modules for which the student has been registered;
- The date and time on which each module is to be written;
- The venue, if applicable, at which the student has registered to write.

When completing examinations/Final Assessments at a venue, students will be required to produce the examination confirmation letter at the examination venue before writing the examination. Failure to present the examination confirmation letter at the examination venue will result in a student being admitted after the start of the examination session or may result in a student being refused entry to the examination venue, which may result in a late start to the session or the student being barred from attending such.

Rules and Regulations when completing Online Timed Assessments:

1. Students must familiarise themselves with the module code, assessment date and assessment time before attempting an assessment online. Students will not be permitted to attempt missed assessments at a later date.
2. Students must read the "How to Guide to Complete an Online Timed Assessment eActivity" on eLearn.
3. No marks will be deducted for spelling errors. Students must complete assessment answers in their own words.
4. Undergraduate students may never use AI to generate entire assessment answers, or to correct spelling, grammar, or clarity. Instructions will be provided when students are required to use AI in a specific question or section of the assessment. Students may only use AI according to these instructions, and must complete the AI usage declaration form. Students may be required to provide supporting documents as part of the AI declaration.
5. For **eLearn technical assistance** or **academic assistance** during timed online assessments, students must submit their queries to helpme@immgsam.ac.za.
6. Students requiring assistance with the **proctoring application** are required to send a WhatsApp message (typed or voice note) to 073 505 8273. This number cannot be phoned and is not intended for eLearn or academic queries.
7. The following proctoring rules and regulations apply:
 - a. Students need to download and register on the proctoring application, using the same device on which the assessment will be completed. Using one device for the proctoring application and another device to complete the assessment is not permitted and will result in the invalidation of the assessment.
 - b. A practice assessment (Demo Test) will be available on eLearn to test the software on your device. Attempting the practice assessment on eLearn is compulsory. The practice assessment must be attempted and completed at least a week before the start of the semester's Online Timed Assessments. It is the responsibility of the student to ensure that they are familiar with the proctoring application and to resolve technical issues before an online timed assessment. Sanction appeals will only be considered for students who completed the practice assessment at least one week before the start of the online timed assessment.
 - c. Students must log into the proctoring application 5 minutes before the start time of the assessment and enter the module-specific "Exam Access Code" available under the QR code, using the proctoring application. This is available in a document in the module tile next to the assessment tile.
 - d. Before the start of the assessment, students need to close all programmes that are not relevant to the assessment.
 - e. Unnecessary internet browser tabs and applications impact the memory and processing speed of the device. Compromised memory and processing speed will affect the effectiveness of the proctoring software. Assessments that were not invigilated, will be invalidated and the student will receive a mark of zero for the assessment.
 - f. The requirement for effective proctoring during online assessments is a quiet room with a blank wall behind the student, with good lighting. There should be no bright light or window behind a student. Failed proctoring tests due to noise or inadequate lighting will result in the invalidation of the online assessment, and the student will receive a zero for the assessment.

- g. Liveness detection tests ensure that students complete their own assessments and may consist of prompts via the proctoring application to take selfies, pictures of an original form of identification or pictures of the surroundings of the student. For the duration of the online assessment, students are required to have the proctoring application ready to respond to these prompts within 15 seconds. Bathroom breaks must be kept to a minimum to avoid failed liveness detection tests. Failing any of these liveness detection tests may result in the invalidation of the assessment and a mark of zero for the assessment.
- h. Voice and video recordings are made during the entire online assessment session. It is the student's responsibility to ensure that they complete their assessment on a device with a working microphone, video camera and front-facing camera for selfies. Closing or obstructing the camera's view will result in the assessment being invalidated.
- i. Loud music and inappropriate language are not permitted.
- j. Students are not allowed to receive third-party assistance during the completion of an online, timed assessment. Any person recorded entering the room during the online timed assessment may invalidate the assessment. Any discussion recorded that is related to the online assessment session will result in the invalidation of the assessment. Any screenshots of WhatsApp or email communication that are related to the assessment will result in the invalidation of the assessment. Students will receive a mark of zero for invalidated assessments.
- k. Students may only use Artificial Intelligence (AI) according to the instructions provided as part of that specific assessment. This includes paraphrasing tools, translation tools and software features that check for misspellings and grammatical errors. Screenshots where any Artificial Intelligence browser tabs, tools or programmes are open, may result in an investigation and the assessment being invalidated.
- l. It is the responsibility of the student to ensure that they have sufficient data available to upload the proctoring software data after completing the online timed assessment.
- m. Students are required to upload the invigilated data after completing the online timed assessment. Failure to upload the collected data within 30 minutes of the end of the assessment will result in the invalidation of the assessment, and the student will receive a zero for the assessment
- n. Assessments will be invalidated when:
 - The proctoring software was not used for the duration of the assessment; or
 - The proctoring software data is not uploaded for review within 30 minutes after the completion of the assessment; or
 - The student failed the proctoring software tests; or
 - The duration of the assessment recorded on the proctoring software does not correspond with the duration on eLearn.
8. Queries regarding the Final Assessment question paper must be made within the first two hours of the Final Assessment - no queries will be accepted after that.
9. Should the need arise to communicate module-specific information to students during the Final Assessment, it may be done via SMS messages, the proctoring software or posts on the Announcement Section of the module on eLearn. Students should therefore not set their mobile devices to flight mode, as this will also prevent SMSs from being delivered.
10. Transgressions of the Online Timed Assessment Rules and Regulations will be investigated and a decision on the appropriate course of action will be at the discretion of the institution.

Rules and Regulations when completing Final Assessments at a venue (not online):

1. Students must be seated 15 minutes before the start of the Final Assessment. The doors to the venue will close 10 minutes before the start of the assessment. Late students will only be permitted to enter after the examination has commenced. No additional time will be given to late students. No student will be allowed to enter the examination venue should they arrive later than one hour after the commencement of the examination.
2. Only students with a valid form of identification will be allowed into the examination venue. The following documents are regarded as acceptable forms of identification:
 - a. An original ID Book/Card
 - b. Driver's License with photograph
 - c. ID Book application with photo as issued by the Department of Home Affairs (not older than 6 months)
 - d. Temporary Driver's License with photo as issued by the Department of Transport (not older than 6 months)
 - e. Learner's License Certificate with photo as issued by the Department of Transport (not older than 6 months)
3. An Examination Confirmation Letter stating the name of the venue where the student arrived is compulsory to gain access to an examination venue. Such an Examination Confirmation Letter must be in printed format and not on an iPad Tablet or similar device as the printed copy is required for control purposes by the invigilator. Each student must print out their Examination Confirmation Letter before the commencement of the examination session.
4. Examination Venues cannot be changed after the 1st of April for the first semester and after the 1st of September for the second semester each year. Students must confirm that they are registered for the correct venue.
5. It is the responsibility of the student to ensure that the correct module question paper has been handed to him/her at the start of the examination. Students are required to compare the module code stated on the Examination Confirmation Letter with the module code on the question paper (e.g. MAR101B).
6. Students may not leave the examination venue within the first hour (including going to the bathroom) or the last fifteen minutes of the examination. Students who leave the examination venue during the first hour will not be allowed to return to the examination venue.
7. Students must keep their stationery in transparent pencil cases/plastic bags on their desks at the Examination Venue.
8. No mobile phones or smart watches are permitted on one's person or desk during the examination.
9. Approved calculators may only be used during an examination if specifically authorised.
10. Failure to observe the above rules will be considered cheating. Students who are found cheating or who are suspected of cheating, during an examination, may be suspended from the IMM Graduate School pending the outcome of a disciplinary inquiry.
11. Students acknowledge and accept that the institution is indemnified against all liability, loss, personal injury or damage, from any cause arising, which students and/or their dependents may sustain or suffer as a result of the student being on our premises and/or writing any examination in any venue selected by the institution. Students are therefore specifically advised not to bring any valuables to the examination venue.
12. Transgression of the examination rules and regulations will be investigated and a decision on the appropriate course of action will be at the discretion of the institution.

Summative Assessment for the Master of Philosophy (MPhil) in Marketing

The Master of Philosophy in Marketing is a research academic programme. A research dissertation of 120 pages and an academic article (co-authored by a supervisor and publishable to an appropriate journal) are required. The proposal and dissertation will only be considered for evaluation/assessment if the submission has been formatted, completed and submitted on the templates provided for this purpose.

Marking and Moderation Procedures

All exams and assessments undergo strict marking and moderating processes.

- At no time during or after the marking and moderation process are students allowed access to their submitted exams.
- As the exams are marked, results will be recorded and verified, and once completed the results will be released to the student.
- No remarking of examinations is allowed, but students can apply for a Final Assessment Results Appeal – details below.
- No examination rewrites will be permitted to students with the express purpose of improving their marks.

The final dissertation for the Master of Philosophy (MPhil) in Marketing will be marked by at least two examiners.

Supplementary Final Assessments and Dean's Examinations

The following options are available to qualifying students who attempted the Final Assessment but failed:

- A Supplementary Final Assessment; or
- A Dean's Examination.

The Dean's Examination apply to undergraduate students only.

Supplementary Final Assessment

Students qualify for a Supplementary Final Assessment based on their marks:

- Students who failed a timed Final Assessment with a minimum mark of 40% in the Final Assessment and a final semester mark between 40%-47% for the module qualify to complete a Supplementary Final Assessment.
- Students who failed the final submission of a report or project qualify for a Supplementary Final Assessment provided that:
 - They received a minimum mark of 50% for the academic content of the Final Submission and only failed because of mark deductions for presentation; and
 - The student achieved a final semester mark between 40%-47% for the module.

Dean's Examination for Undergraduate Students

Undergraduate students who failed the timed Final Assessment or Final Submission of a project or report of the last module remaining to complete their qualification may qualify to complete a Dean's Examination provided that:

- The failed module is the only module remaining to complete their academic programme; and
- They must have submitted all the assignments and have completed the Final Assessment.

Qualifying students must register and pay the applicable fee by the closing date as published in the Calendar of Events. Students on postgraduate academic programmes are not considered for a Dean's Examination.

Dates for Supplementary Final Assessments and Dean's Examinations:

The dates for Supplementary Final Assessments and Dean's Examinations are scheduled twice per year and will be published on the IMM Graduate School website.

Rules and Regulations for Supplementary Final Assessments and Dean's Examinations:

- The institution's assessment rules apply.
- The result for a Supplementary Final Assessment or Dean's Examination will be capped at 50% and will substitute the original final result for the semester. Assignment marks will not count towards the final result for the semester.
- The Supplementary Final Assessment and Dean's Examination result is final and no result appeals will be considered.
- No script viewings, result appeals or feedback reports are available.
- The Examiner has the prerogative to apply oral assessments if fewer than 5 students per module registered for the Supplementary Final Assessment and Dean's Examination.
- Students who have passed a module and want to improve their mark are not eligible for writing the Supplementary Final Assessment or Dean's Examination. Such students may apply to re-register and repeat the module after graduation for Non-Degree purposes (NDP). The mark obtained for Non-Degree purposes will not be included in the student's degree but students will receive an academic record indicating their enrolment and achievement in the module.
- Students are limited to five final assessment attempts per module, and the Supplementary Final Assessment is calculated as an attempt. Students are cautioned not to use fourth and fifth attempts for a Supplementary Final Assessment.

Transgression of the Student Code of Conduct

The institution reserves the right to investigate and respond to allegations of academic and non-academic conduct contravening the values of honesty, integrity, civility and mutual respect. Research into allegations of academic or non-academic transgression will commence within ten business days from the date the incident was reported. It must be concluded within thirty days from the date the incident was reported. Where applicable, the outcomes of investigations into alleged transgressions will be shared with sponsoring companies.

Appropriate course of action

The appropriate course of action to investigate and respond to alleged academic or non-academic transgressions will be at the discretion of the institution. The Student Disciplinary Committee may appoint a panel to conduct a Review in Absentia, students may be invited to schedule an Academic Interview or may be requested to attend a Student Inquiry.

- **Reviews in Absentia**

The Student Disciplinary Committee may appoint a panel to review evidence of alleged academic transgressions without the student being present. Should the evidence indicate a contravention of academic integrity rules and regulations, the student will receive a detailed report with evidence of the academic transgression and the appropriate sanction applied according to the Student Guide to Academic Integrity Sanctions.

- **Academic Interviews**

Students who need additional guidance on the corrective measures required to avoid a similar contravention of academic integrity rules and regulations may schedule an Academic Interview to discuss this. The detailed report of the academic transgression contains the details to schedule the Academic Interview.

- **Student Inquiries**

The Student Disciplinary Committee may appoint a panel to review evidence of alleged academic or non-academic misconduct and send a written notification to the student to schedule a Student Inquiry with the panel in an available timeslot. The onus is on the student to schedule an appointment with the panel. Inquiries will continue in absentia when students fail to schedule and attend the inquiry.

- **The Notice of Inquiry**

Students will be notified in writing to attend a Student Inquiry within thirty days after the alleged misconduct was reported. The Disciplinary Committee must inform the student of the inquiry via the individual Student Portal, accompanied by an SMS or WhatsApp notification referring the student to the Student Portal. The Notice of Inquiry must contain the purpose and protocols of the Student Inquiry, as well as the details to schedule the inquiry in one of the available timeslots.

- **The Student Inquiry protocols**

The following protocols will be observed during Student Inquiries:

- The Student Inquiry will be held in private, fairly and properly.
- The student may be represented by a fellow student or a parent/guardian. No legal representation is allowed.
- The student will be allowed at least 48 hours to prepare.
- The student may engage the services of an interpreter at his/her own cost.
- The student will be allowed to provide any information that may clarify the matter and to ask questions regarding any information provided by the IMM Graduate School.
- The student will receive the outcome and sanction within fifteen working days from the date of the inquiry.
- The student may appeal the outcome based on procedural unfairness or due to substantive new evidence that was unavailable at the time of the review

- **The Student Inquiry procedure**

A student inquiry will be conducted as follows:

- The purpose of a student inquiry is to evaluate evidence to determine on the balance of probability if the academic or non-academic conduct of the student contravened the values of honesty, integrity, civility and mutual respect.
- The student will be provided with the opportunity to record his/her plea regarding the alleged contraventions of our values, rules or regulations.
- The student will be reminded of protocols to be observed throughout the inquiry process.
- The institution will provide all relevant information relating to the alleged misconduct and may raise any clarifying questions.
- The student will be allowed to provide any information that may clarify the matter and to ask questions regarding any information provided.
- The chairperson will take into account the information presented during the student inquiry and based on the balance of probabilities, recommend an outcome to the Disciplinary Committee.
- The Disciplinary Committee will review the recommendation by the chairperson, apply a sanction and communicate the approved outcome and sanction within fifteen business days from the date of the inquiry via the individual Student Portal, accompanied by an SMS or WhatsApp notification referring the student to the Student Portal.
- Students with evidence of procedural unfairness or substantive new evidence that was unavailable at the time of the review may follow the appeal process as explained in the Student Guide to Sanction Appeal Applications.

Sanctions

Transgressions of rules, regulations, policies and procedures may result in penalties ranging from mark deductions to enrolment cancellations. Conduct during assessments that contravene these Rules and Regulations can result in a three-semester suspension for the first offence or expulsion for the second offence.

We acknowledge that not all contraventions of rules, regulations, policies and procedures are done intentionally. Therefore, the aim of an investigation of, and response to alleged transgressions – including an alleged contravention of academic integrity rules and regulations – is to impose corrective measures and not to defame the character of students.

Transgressions are categorised according to their seriousness and the academic prowess of the student:

- Naïve Transgressions
- Moderate Transgressions
- Severe Transgressions

Naïve transgressions are first-time, minor transgressions resulting from ignorance or academic inexperience. Naïve transgressions are usually restricted to first transgressions for undergraduate students.

Moderate transgressions refer to repeat transgressions or first-time transgressions at a more senior level of study. Moderate transgressions include first-time transgressions at the Postgraduate Diploma and Honours Degree level.

Severe transgressions are serious infringements by students who transgress the proctoring requirements or Artificial Intelligence rules and regulations intentionally or negligently. Severe transgressions include first-time transgressions at a Master's Degree or PhD level.

The following sanctions apply to students who contravene the rules, regulations, policies and procedures:

- **Sanctions for failure to adhere to proctoring and invigilation requirements**
 - **Naïve Transgressions** are responded to by issuing a detailed report outlining the transgression identified, suggesting ways to avoid similar transgressions in future and applying a sanction, awarding students 80% of their original mark.
 - **Moderate Transgressions** are responded to by inviting students to attend a Student Inquiry and applying a sanction, awarding students 50% of their original mark for students who transgressed the proctoring requirements or Artificial Intelligence rules and regulations.
 - **Severe Transgressions** are responded to by inviting students to attend a Student Inquiry and awarding a mark of 0% for the assessment if a transgression of the proctoring requirements or Artificial Intelligence rules and regulations is confirmed.
- **Sanctions for the unauthorised use of Artificial Intelligence**

Unless instructed, the use of Artificial Intelligence for any of the following is not permitted:

 - to generate content; and/ or
 - to correct grammar, spelling, clarity or factual information of content that was generated by the student; and/or
 - to enhance clarity by rewriting or editing sections or sentences of the content; and/or
 - to rearrange paragraphs; and/or
 - to correct factual errors or change any factual information; and/or
 - to translate content into English and/or
 - to re-label diagrams, charts, tables or figures

Students are required to close all unnecessary internet browser tabs, programmes and applications when completing online, timed assessments to avoid allegations of the unauthorised use of Artificial Intelligence. This includes paraphrasing tools, translation tools and software features that check for misspellings and grammatical errors. Screenshots where any Artificial Intelligence browser tabs are open will result in the assessment being invalidated.

- **Sanctions for Undergraduate students for Incorrect Harvard Referencing, Copy-paste Plagiarism, Paraphrasing Plagiarism and Syndication**

Description of the occurrence	The type of plagiarism	First offence	Second offence	Third offence
The assessment does not have a reference list.	Incorrect Harvard Referencing	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
Referencing was done, but not according to all the guidelines in the Student Guide to Harvard Referencing.	Incorrect Harvard Referencing	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
The student copied and pasted content without using inverted commas, block quotations, or references to the source.	Copy-paste plagiarism	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
The student repurposed content that was previously submitted for grading.	Copy-paste plagiarism	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
Students insist that they worked independently, but their work is identical to other students.	Copy-paste plagiarism	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
The student used someone else's work without summarising it in his/her own writing style, sentence structures and words, although the source was cited.	Paraphrasing plagiarism	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
The student altered someone else's work somewhat without citing the source.	Paraphrasing plagiarism	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
Students willingly worked together without submitting their own, unique version of the assessment	Voluntary Syndication	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.
A student admits to appropriating the work of an unsuspecting student.	Involuntary Syndication	Awarded 80% of the mark.	Awarded 50% of the mark.	Awarded 0%.

Students who plagiarise for the fourth time will be suspended for 3 semesters. With the fifth occurrence of plagiarism, the student will be disenrolled.

- **Sanctions for Postgraduate Students for Incorrect Harvard Referencing, Copy-paste Plagiarism, Paraphrasing Plagiarism and Syndication**

Description of the occurrence	The type of plagiarism	First offence	Second offence	Third offence
The assessment does not have a reference list.	Incorrect Harvard Referencing	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
Referencing was done, but not according to the guidelines in the Student Guide to Harvard Referencing.	Incorrect Harvard Referencing	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
The student copied and pasted content without using inverted commas, block quotations, or references to the source.	Copy-paste plagiarism	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
The student repurposed content that was previously submitted for grading.	Copy-paste plagiarism	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
Students insist that they worked independently, but their work is identical to other students.	Copy-paste plagiarism	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
The student used someone else's work without summarising it in his/her own writing style, sentence structures and words, although the source was cited.	Paraphrasing plagiarism	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
The student altered someone else's work somewhat without citing the source.	Paraphrasing plagiarism	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
Students willingly worked together and failed to submit their own, unique version of the assessment.	Voluntary Syndication	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters
A student admits to appropriating the work of an unsuspecting student.	Involuntary Syndication	Awarded 50% of the mark.	Awarded 0%	Suspended for three semesters

A postgraduate student who plagiarised for the fourth time will be disenrolled.

Sanction Appeals

Students who have been found guilty of an academic or non-academic transgression have the right to appeal the decision. An appeal is not intended to re-hear or re-argue the same case and appeal applications are only permitted on the grounds as determined by the institution. The appeal application must clearly state the specific grounds for the appeal and should include all relevant documentation supporting the application. Appeal applications without supporting documents will not be considered.

Grounds for an appeal

The institution acknowledges the following grounds to appeal the outcome and sanction of a Review in Absentia, Academic Interview or Student Inquiry:

- A procedural error that resulted in prejudice to the student or prevented an opportunity to present clarifying information during an Academic Interview or a Student Inquiry; and/or
- Discovery of substantial new evidence that was unavailable at the time of any of the Review in Absentia, Academic Interview or Student Inquiry; and/or
- A sanction that was disproportionate to the transgression and not in line with the sanctions listed in the Student Guide to Academic Integrity Sanctions.

Neither dissatisfaction with a decision of the Student Disciplinary Committee nor non-attendance of the Academic Interview may be used as sole grounds for an appeal application.

First Appeal Procedure

An Appeal Application with supporting documents must be submitted online within five business days from the date on which the outcome was communicated to the student. Late Appeal Applications will not be heard. The Office of the Registrar will confirm receipt of the Appeal Application within seventy-two hours via email.

Students may base their appeal application on one or more of the listed grounds for appeal provided that they submit facts and documentation to support their application. The Student Disciplinary Appeals Committee will not reconsider or re-argue the same case but will only focus on the grounds of the appeal as raised by the student. Students must provide information that is as detailed and accurate as possible to allow the Student Disciplinary Appeals Committee to make an informed decision regarding the appeal. Students neither meet with nor make oral representation to the Student Disciplinary Appeals Committee unless instructed to attend an Appeal Hearing. The same protocols will be observed during an appeal hearing as during student inquiries. Students who do not provide information and supporting documents regarding the basis of their appeal waive the opportunity to appeal.

Appeal applications will be reviewed by the Student Disciplinary Appeals Committee within fifteen business days of the appeal application closing date. The Student Disciplinary Appeals Committee can confirm the original outcome by the Student Disciplinary Committee and therefore dismiss the Appeal Application, or the student appeal can be upheld. If the Appeal Application is upheld, the Student Disciplinary Appeals Commission is authorised to change the outcome to not guilty or to apply a lesser sanction.

Second Appeal Procedure

Students have the right to appeal in writing to the Academic Board after receipt of the outcome of the First Appeal by making use of the online Appeal Application Form. Such an appeal is referred to as a Second Appeal.

A Second Appeal is not intended to re-hear or re-argue the same case and will only be permitted if the student provides evidence of a procedural error during the First Appeal process or if substantial new evidence was discovered that was unavailable at the time of the First Appeal process. The appeal application must clearly state the specific grounds for the Second appeal and should include all relevant documentation supporting the application. Appeal applications without supporting documents will not be considered and dissatisfaction with the outcome of the First Appeal is not permitted as the sole grounds for an appeal application.

The online Second Appeal Application must reach the IMM Graduate School within seven business days of the outcome of the First Appeal. If the time frame of seven business days has elapsed, the student will be informed that the appeal is not within the specified time frame and will therefore not be heard. The protocols for the First Appeal remain unchanged from the First Appeal.

The Academic Board meets every quarter and the date of the next sitting will be communicated with the student upon approval of the Second Appeal application. The student neither meets with nor makes oral representation to the Academic Board, but may provide a full written argument to the Academic Board providing comprehensive details on the grounds for the second appeal. The Academic Board Chair will present the written argument and will proceed to make a finding based on the recommendations of the members of the Academic Board. The Academic Board can confirm the decision by the Student Disciplinary Appeals Committee and therefore dismiss the Second Appeal. If the Academic Board upholds the Second Appeal, they can find the student not guilty, apply a lesser sanction or request a new Appeal Hearing to be held.

The decision of the Academic Board is final and no further appeals will be considered by the IMM Graduate School.

Statutory and Discretionary Concession

Statutory and Discretionary Concessions are aimed at assisting qualifying students experiencing extenuating circumstances affecting their ability to study. Statutory Concessions aim to reduce barriers affecting students during their studies and will be provided to all qualifying students. Discretionary Concessions provide flexibility to qualifying students who face an inability to comply with published deadlines or academic requirements due to a selected number of unforeseen circumstances outside their control. The institution is not obliged to agree to discretionary concession.

Statutory Concession

The institution adheres to the following Statutory Concessions:

Cooling-off period

Students enrolling on an academic programme have a cooling-off period of five business days to withdraw their enrolment. A once-off enrolment cancellation fee will apply. Within the cooling-off period, module registrations will be cancelled, and the remaining balance of the enrolment and registration fees will be refunded. The cooling-off period begins on the date of enrolment and ends at midnight on the fifth business day. Students must apply online before midnight of the fifth business day to withdraw their enrolment. Fees are not refunded after the cooling-off period.

Scribe Services

Students experiencing restrictions to their physical ability to complete assessments may apply for Scribe Services. Applications must be submitted on a semester basis and approval applies to one semester only. When first applying, students must submit a declaration by an Educational Psychologist or Medical Practitioner, clearly indicating the necessity for Scribe Services. If applying for a scribe for emergency purposes, e.g. a broken arm, the medical certificate must have been dated within the last two months. The institution appoints the scribe, but students are liable for the Scribe Fee as published in the Schedule of Fees on the website.

Extra Time

Qualifying students requiring additional time during timed online final assessments must submit, on a semester basis, an application form for extra time by the closing date for registration. No late applications will be accepted after the closing date. A declaration by an Educational Psychologist or Medical Practitioner must accompany the **initial application** of students requiring extra time based on ongoing circumstances. The declaration must indicate the necessity for extra time. If applying for extra time based on a temporary condition such as a broken arm, the medical certificate must have been dated within the last two months of the application. An extra time fee per module may be charged. The fees are available on the website.

Discretionary Concession

The institution reserves the right to approve or decline discretionary concessions based on merit. The following concessions are considered:

Withdrawal of Early Bird Enrolments

Students who enrolled during the Early Bird registration period may withdraw their enrolment before the starting date of the academic semester as published in the Calendar of Events, on the following conditions:

- The student presents proof of acceptance at another Higher Education academic institution; or
- The student does not meet the admission criteria of the academic programme they enrolled and registered for.

Academic programme extension

Students who have reached the maximum duration of study without completing the academic programme may apply for a once-off extension of the programme deadline. The application must be made in writing before the deadline or within one month after the time frame expires. Extensions may only be granted consecutively during the last stage of the programme. The following extensions are permitted:

- A maximum extension of 6 months may be granted for students enrolled on a Higher Certificate, Postgraduate Diploma, Honours Degree and Access Modules.
- A maximum extension of 12 months may be granted for students enrolled on the Undergraduate Diploma and Degree programmes,
- A maximum extension of one semester (six months) may be granted for students enrolled on the Master of Philosophy in Marketing at the current Master of Philosophy in Marketing semester fee. No extensions are permitted for the Pre-Registration Induction Phase.

Re-Enrolment

Students who fail to complete an academic programme within the maximum duration of study or after the deadline has been extended may apply to enrol on a different academic programme at a lower NQF level. They may apply for Credit Accumulation and Transfer (CAT) for modules completed within the previous five years. Re-enrolment on the same academic programme is not permitted.

Maximum rewrite

Students have five attempts to complete a module. After a fifth failed attempt, students may request in writing to register for a sixth and final opportunity to complete the module. This request must be submitted to the Dean: Quality Assurance and Enhancement at academic@immgsm.ac.za.

Should the student fail the module again, the student will not be able to complete the academic programme or attempt any other academic programme where the same module forms part of the curriculum.

Students in the Master of Philosophy programme may be directed to make changes to the examined submission and to resubmit for examination. If the dissertation is marked as a "fail", the student may apply to re-register and choose another topic to complete the entire process.

Late Registration

Students are advised to finalise their module registration before the official start of the academic semester. The academic semester for each module is planned carefully to enable students to master the module content within set timeframes.

The closing date of registration is published per semester and students are required to register on or before the closing date. Students experiencing circumstances beyond their control that prevented them from registering on time may apply to register for selected modules during the late registration period for a maximum of two modules. The closing date for late registration is published in the Calendar of Events. The academic history of the student will be taken into consideration when considering the application. Approved applicants must pay a late registration fee per module and submit a Late Registration Disclaimer.

The onus is on students who register late to familiarise themselves with assessment dates and to plan for the study time they have lost. Extensions to assignment submission dates due to late registration will not be permitted.

Late registrations are not permitted for group assignment modules, simulation modules, workshop activity modules and postgraduate modules.

Module swaps

Students who wish to exchange one module for another within the same semester may apply in writing, accompanied by a completed Module Swop form. To ensure that students have enough time to master the academic content of the modules, module swaps will only be considered before the first assessment of the module is due. Students must complete a late registration disclaimer to acknowledge that they are aware of the assignment dates of the module.

Extenuating circumstances during the semester, preventing students from studying

To ensure the administrative stability of module registration processes, the reversal of a Final Assessment registration of a particular module is not permitted. Upon selecting modules for examination in a particular academic semester, students become liable for the fees associated with the administration, teaching and examination of those modules.

Applications from qualifying students to defer their module registration to a following semester will be considered as a discretionary concession when they experience circumstances beyond their control that prevent them from continuing their semester studies. The following circumstances will be considered:

- A serious accident
- Hospitalisation due to physical or mental illness
- Bereavement

Students should carefully review their academic calendar before making personal plans within any assessment period, as no consideration will be granted for personal plans causing a conflict with assessment schedules. The following will not be considered for a deferment to the following semester:

- Work, volunteering, and extracurricular activities
- Vacations, social commitments, family events
- Transportation delays
- Course conflicts, teamwork conflicts
- Misreading a deadline/timetable, sleeping in
- Scheduled elective medical appointments
- Continuous technological difficulties
- Prolonged poor internet coverage
- Lack of planning
- Missing notifications or reminders
- Use of unsupported or out-of-date software
- International students who miss a deadline due to time zone differences.

Discretionary concession will be considered based on certified copies of relevant documentation submitted as proof of the unanticipated circumstances that prevented students from continuing with their semester studies. Applications and documentation must be submitted before the final assessment date. These documents need to include contactable references for verification. A Deferment fee associated with the administration to process the application will apply. Applications without the relevant documentation as proof of extenuating circumstances will not be considered.

The Late Assignment Submission Period

Students who miss the 23h59 cut-off time to complete their assignment submission on the published submission day for any reason whatsoever may submit assignments for selected modules during the Late Assignment Submission Period. Reasons may include but are not limited to the malfunctioning of a computer or unforeseen prolonged power outage. Assignments received after 23h59 on the submission date, but before **11h59** the following morning, will have 20% per submission deducted from the total available marks for that assignment.

Students are responsible for submitting their assignments via eLearn on or before the specified assignment due date and time. Students are reminded that Helpme is available during business hours only and are advised to submit assignments timeously and during office hours when assistance is available. After-hour requests for assistance will be responded to during business hours the following day and the 20% deduction will apply. From midday onwards on the day following the published submission date and time, no assignments will be accepted. Assignments received via email will not be accepted.

The Late Assignment Submission Period does not apply to the following:

- An online activity quiz
- Group submissions
- Workshop activities
- Modules with Assignments only

Extensions to Assignment Submission Dates

An extension for a maximum of seven (7) days after the initial due date will be considered for students experiencing exceptional circumstances beyond their control and before the assignment submission date that affect their ability to submit assignments on time. Applications must be submitted before the assignment submission date. Applications will be considered based on original or certified copies of all relevant documents as proof of the circumstances beyond their control that affected their ability to submit their assignments on time. Documents need to include contactable references for verification. Medical certificates need to state the nature of the illness and the duration the student was unfit to study.

The following circumstances will be considered:

- A serious accident
- Hospitalisation due to illness (physical or mental)
- Bereavement within two weeks before the assignment submission date

The following are examples of circumstances that will not be considered for an extension to the assignment submission date:

- Work, volunteering, and extracurricular activities
- Vacations, social commitments, family events
- Transportation delays
- Course conflicts, teamwork conflicts
- Misreading a deadline/timetable, sleeping in
- Scheduled elective medical appointments
- Continuous technological difficulties
- Prolonged poor internet coverage
- Lack of planning
- Missing notifications, reminders or announcements
- Use of unsupported or out-of-date software
- Planned load shedding or power outages
- International students who miss a deadline due to time zone differences

Extenuating circumstances on the day of the Final Assessment

The following discretionary concession will be considered when qualifying students experience circumstances beyond their control on the day of a Final Assessment, preventing them from completing the Final Assessment:

- Students who submitted one or more semester assignments with a 50% average or above will be allowed to complete a Deferred Final Assessment as the first examination opportunity in the applicable semester of registration. The Deferred Final Assessment results are not capped at 50% and will be released in full.
- Students who submitted one or more semester assignments with an average below 50% will be allowed to defer their module registration to the following semester.
- Students who did not submit one or more semester assignments will not be allowed a deferred examination opportunity or a deferment to the following semester.
- Students submitting proof of pre-authorisation to participate in Sharks Academy or UXI Sport sporting events on the day of the Final Assessment will be allowed to complete a Deferred Final Assessment as their first examination opportunity.

The following circumstances will be considered for a discretionary concession:

- A serious accident
- Unforeseen medical emergency at the time of the Final Assessment
- Hospitalisation due to illness at the time of the Final Assessment
- Bereavement
- Participation in national or international sporting events
- Unforeseen disruptions beyond the control of the student:
 - Malfunctioning of a personal computer (eLearn queries are dealt with separately as appeals)
 - Unforeseen prolonged power outage at the time of the Final Assessment
 - Unrest or war

Certified copies of documentation proving the unanticipated circumstances that prevented students from completing the final assessment must be submitted within 14 days of the final assessment date. Documents must include contactable references for verification.

The following circumstances will not be considered for a discretionary concession:

- Work, volunteering, and extracurricular activities
- Vacations, social commitments, family events
- Transportation delays
- Course conflicts, teamwork conflicts
- Misreading a deadline/timetable, sleeping in
- Scheduled elective medical appointments
- Continuous technological difficulties
- Prolonged poor internet coverage
- Lack of planning
- Missing notifications or reminders
- Use of unsupported or out-of-date soft- or hardware
- International students who miss a deadline due to time zone differences.
- Students who have passed a module and want to improve their mark are not eligible for completing a Deferred Examination. Such students may apply to re-register and complete the module again.

Refunds

Refund of Early Bird fees

Students who paid Early Bird enrolment and registration fees may apply for a full refund of enrolment and module registration fees provided that:

- The student presents the IMM Graduate School with proof of acceptance at another Higher Education academic institution; or
- The student does not meet the admission criteria of the academic programme they enrolled and registered for.

Refund of enrolment fees

Refunds after withdrawal from enrolment during the cooling-off period

Students who withdraw their enrolment within five business days may apply for a refund. The refund amount will be the balance of the enrolment and module registration fees after the cancellation fee is deducted. To apply, students must complete the online Refund Application Form.

Enrolment cancellation after the cooling-off period

Students wishing to cancel their enrolment to study towards a particular academic programme after the cooling-off period must inform the Office of the Registrar in writing, accompanied by a completed Module Cancellation Form. Application Fees, enrolment fees, Professional Development Fees and Bi-Annual Registration Fees are non-refundable. Refunding of other student fees may only be considered in the following instances:

- Duplicate payments made by the student/sponsor/company.
- Students who cancel a full academic programme after having paid for future semesters.
- For deceased students, the Executor of the Estate as appointed by the Master of the High Court may apply for a refund of the credit balance on the student account.

Refund of Registration Fees

A refund of registration fees will only be considered in the following instances:

- Graduates with a credit balance on their student account at the time of graduation.
- A credit balance on a student account resulting from duplicate payments made by the student/sponsor/company.
- A credit balance on a student account due to a discontinued offering where a service is no longer offered.
- Lecture and Tutorial cancellation within five working days of the payment date.

Refunding of student fees will not be considered in the following instances:

- Students who were disenrolled due to the outcome of a disciplinary inquiry.
- International students whose visa renewal is rejected due to a breach in visa conditions.

Refund process

A student who wishes to apply for a refund must do so by completing the online Refund Application Form with the required supporting documents. A ten per cent (10%) administration fee, calculated on the total refund amount requested, applies to all refunds except for duplicate payments and a service no longer on offer.

Refunds are made into the account from which the original payment was received unless the application is accompanied by an original letter from the account holder or his/her representative stating that an alternative account may be credited. Refunds of fees paid by a company or sponsor require an original letter by the company or sponsor to authorise when fees must be refunded directly to the student. No refunds will be paid back into a credit card. Refunds may take up to six weeks to process. The institution accepts no responsibility for incorrect banking details provided on the application form. It remains the responsibility of the student to ensure that the banking details provided are correct and validated. Refunds will be made in the same currency in which the payment was received and without any adjustments for currency depreciation, exchange rate fluctuations, or any other variations in the value of the foreign currency in which the payment was made. The institution accepts no responsibility for or risk associated with currency depreciation, exchange rate fluctuations, or any other variations in the value of the foreign currency in which payment was made. The institution shall not be liable for any loss, cost, or expense incurred by the student or related party responsible for payment, due to fluctuations in exchange rates between the time of the initial payment and the time of the refund.

Notwithstanding any statement provided or any correspondence exchanged about a refund or credit on a student account, any rights to a refund will lapse after three years. In line with the South African Prescription Act 68 of 1969, students who fail to submit a Refund Application Form within three years of first being entitled to do so will forfeit their right to the claim. Students who are dissatisfied with the outcome of their application for a refund have the right to appeal the decision.

The above process does not detract from the student's right to take further action as provided for in terms of the Consumer Protection Act or otherwise in law.

Graduation and Certification

Completion and Conferral of Qualifications

A qualification is marked as completed when all the academic requirements have been met. Upon meeting the relevant academic outcomes of an academic programme, a student becomes a Graduand of the institution.

Qualifications are conferred at an official graduation ceremony. To be conferred, students must have completed all academic requirements and have no outstanding fees on their student accounts. Graduation ceremonies can be held at a venue, virtually or in absentia during a meeting of the Academic Board. The dates of the annual Graduation Ceremonies are published in the Prospectus and on the Calendar of Events.

Graduation ceremonies are formal and qualifying students will be permitted on stage wearing the prescribed academic regalia of their newly conferred qualification. Academic regalia from previous qualifications will not be permitted.

Upon conferral, students become official Graduates of the institution.

Issuance of Diplomas, Degrees and Postgraduate Qualifications

Upon meeting the relevant academic outcomes of a programme and the approval thereof by the Academic Board, graduates are awarded the appropriate undergraduate or postgraduate certificate. Names and surnames are printed according to the official identity document at the time of graduation.

Graduates receive certificates and academic transcripts at an annual graduation ceremony. Academic transcripts accurately reflect a student's academic achievements and include passed and failed modules. Students who do not attend the graduation ceremony may complete the online application form to arrange collection from the National Office in Johannesburg after the graduation ceremony.

Students who graduated from 2019 onwards have access to an encrypted digital certificate. Students who graduated before 2019 may apply for an Academic Record from their nearest Student Support Centre.

Students may apply to replace a lost certificate or academic transcript. A reprint of the original certificate is not permitted. Duplicate certificates are issued upon receipt of an affidavit stating how the original certificate was lost and is identified as a duplicate certificate. Duplicate Certificates are issued with the names and surnames at the time of graduation. Name changes are not permitted. Students may complete the online application form to arrange collection of Duplicate Certificates from the National Office in Johannesburg.

Academic Transcripts are available on the Student Portal on the website.

Requirements for a Cum Laude Qualification

A cum laude qualification is obtained if the student has achieved a weighted and/or proportional calculated average over all modules of at least 75%, and if the student did not fail any of the modules during their studies. This will be indicated on the student's certificate.

Academic Programmes

Undergraduate academic programmes

Undergraduate programmes:	SAQA identification number:	NQF Level	Number of credits
Higher Certificate in Marketing	86826/118439	5	135
Higher Certificate in Export Management	79427	5	135
Higher Certificate in Project Management	118438	5	135
Higher Certificate in Supply Chain Management	117683	5	135
Diploma in Marketing Management	79546	6	360
Diploma in Export Management	79312	6	360
Bachelor of Business Administration in Marketing Management	80967 (400 credits)	7	400
Bachelor of Business Administration in Marketing Management	118283 (360 credits)	7	360
Bachelor of Commerce in Marketing and Management Science	112917	7	360
Bachelor of Commerce in International Supply Chain Management	110628	7	360

Postgraduate Programmes

Undergraduate programmes:	SAQA identification number:	NQF Level	Number of credits
Postgraduate Diploma in Marketing Management	79846 (124792 from 2026 onwards)	8	120
Bachelor of Philosophy Honours in Marketing Management	79366	8	140
Bachelor of Commerce Honours in Supply Chain Management	117085	8	130
Master of Philosophy in Marketing	86806	9	180
Master of Commerce in Supply Chain Management	124669	9	180

Each module, unless otherwise stated, has a credit value. One credit is equal to the value of 10 notional hours, therefore 20 credits bear a value of 200 notional hours. Studying for the notional hours per module would assist the student in passing the module.

The institution may change up to 50% of the content of a programme registered with SAQA.

From 2026, Semester 1, postgraduate students are required to complete Academic Skills Development for Postgraduate Studies (ASDPG) as part of their curriculum. This non-credit bearing module needs to be completed during the first semester of registration. If unsuccessful, ASDPG will be compulsory in the following semesters until completed.

Undergraduate Programmes

Higher Certificate in Marketing

The Higher Certificate in Marketing is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Marketing consists of seven modules:

- Academic Literacy (AL101C) - 15 credits
- Fundamentals of Business Communication (FBC101C) - 20 credits
- Fundamentals of Business Management (FBM101C) - 20 credits
- Fundamentals of Business Numeracy (FBN101C) - 20 credits
- Fundamentals of Digital Marketing (FDM101C) - 20 credits
- Fundamentals of Marketing (FMAR101C) - 20 credits
- Fundamentals of Sales Management (FSM101C) 20 credits

The Higher Certificate in Marketing can be completed within a minimum of one year. The Higher Certificate in Marketing must be completed within four years. Students must check page 15 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Higher Certificate in Export Management (In teach-out up to end 2023)

The Higher Certificate in Export Management is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Export Management consists of seven modules:

- Academic Literacy (AL101C) - 15 credits
- Basics of Export Trade (BET101C) – 20 credits
- Fundamentals of Business Numeracy (FBN101C) - 20 credits
- Fundamentals of Export Administration (FEA101C) - 20 credits
- Fundamentals of International Trade (FIT101C) – 20 credits
- Fundamentals of Marketing (FMAR101C) - 20 credits
- Fundamentals of Supply Chain Management (FSCM101C) - 20 credits

The Higher Certificate in Marketing can be completed within a minimum of one year. The Higher Certificate in Marketing must be completed within four years. Students must check page 15 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Higher Certificate in Project Management

The Higher Certificate in Export Management is offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and consists of 135 credits. The Higher Certificate in Export Management consists of seven modules:

- Academic Literacy (AL101C) - 15 credits
- Fundamentals of Business Management (FBM101C) - 20 credits
- Fundamentals of Business Numeracy (FBN101C) - 20 credits
- Fundamentals of Project Management: An Introduction (FUPM101C) – 20 credits
- Project Management: Tools and Documents (PMTD101C) - 20 credits
- Project Planning: Integration and Constraints (PPIC101C) - 20 credits
- Project Planning: People and Risks (PPPR101C) - 20 credits

The Higher Certificate in Marketing can be completed within a minimum of one year. The Higher Certificate in Marketing must be completed within four years. Students must check page 15 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Higher Certificate in Supply Chain Management

The Higher Certificate in Supply Chain Management is offered as an entry-level marketing qualification at level 5 of the NQF and consists of 135 credits. The Higher Certificate in Supply Chain Management consists of seven modules:

- Academic Literacy (AL101C) - 15 credits
- Fundamentals of Business Management (FBM101C) - 20 credits
- Fundamentals of Business Numeracy (FBN101C) - 20 credits
- Fundamentals of International Trade (FIT101C) – 20 credits
- Fundamentals of Operations Management (FOM101C) – 20 credits
- Fundamentals of Supply Chain Management (FSCM101C) - 20 credits
- Fundamentals of Transport and Logistics (FTL101C) – 20 credits

The Higher Certificate in Marketing can be completed within a minimum of one year. The Higher Certificate in Marketing must be completed within four years. Students must check page 15 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Diploma in Marketing Management

The Diploma in Marketing Management will be offered at level 6 of the NQF (HEQSF aligned) and will consist of 360 credits. The Diploma in Export Management consists of eighteen modules and is structured as follows:

Year 1

- Academic Skills Development (ASD) – non-credit bearing
- Principles of Business Communication (PBC101D) - 20 credits
- Principles of Business Management (PBM101D) - 20 credits
- Principles of Digital Marketing (PDM101D) - 20 credits
- Principles of Financial Management (PFM101D) - 20 credits
- Principles of Marketing (PMAR101D) - 20 credits
- Principles of Project Management (PPM101D) – 20 credits

Year 2

- Application of Business Management (ABM202D) - 20 credits
- Application of Digital & Mobile Marketing (ADMM201D) - 20 credits
- Application of Financial Management (AFM202D) - 20 credits
- Application of Marketing (AM202D) - 20 credits
- Marketing Communications (MC201D) - 20 credits
- Marketing Research (MR201D) - 20 credits
- Sales Management (SAM201D) – 20 credits

Year 3

- Entrepreneurship (ENT301D) - 20 credits
- Human Resource Management (HRM301D) - 20 credits
- Marketing Project (MP301D) - 40 credits
- Strategic Marketing (SM303D) - 20 credits

The Diploma in Marketing Management can be completed within a minimum of three years. The Diploma in Marketing Management must be completed within eight years. Students must check page 15 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Diploma in Export Management (phased out)

Note: The Diploma in Export Management is in teach-out and no new students may be registered from semester one of 2021. Students currently studying this diploma must qualify by the end of 2023. The structure and curriculum of the Diploma in Export Management will remain in the Yearbook until such time as existing registered students completed the programme.

The Diploma in Export Management is at a level 6 of the NQF (HEQSF aligned) and consists of 360 credits. The Diploma in Export Management consists of nineteen modules and is structured as follows:

Year 1

- Academic Skills Development (ASD)
- International Trade (IT101D) - 20 credits
- Principles of Business Communication (PBC101D) - 20 credits
- Principles of Business Management (PBM101D) – 20 credits
- Principles of Export Administration (PEA101D) - 20 credits
- Principles of Marketing (PMAR101D) - 20 credits
- Principles of Project Management (PPM101D) - 20 credits

Year 2

- Application of Business Management (ABM202D) - 20 credits
- Application of Export Administration (AEA202D) - 20 credits
- Application of Finance and Payments (AFP201D) - 20 credits
- Application of Marketing (AM202D) - 20 credits
- Export Management (EM201D) - 20 credits
- International Trade Law 1 (ITL201D) - 20 credits

Year 3

- Business Management Strategy (BMS303D) - 20 credits
- Entrepreneurship (ENT301D) - 20 credits
- Export Trade Strategy (ETS301D) - 20 credits
- Finance and Payments Strategy (FPS302D) - 20 credits
- International Economics (IE301D) - 20 credits
- International Trade Law 2 (ITL301D) - 20 credits

The Diploma in Export Management can be completed within a minimum of three years. The Diploma in Export Management can be completed within eight years. (Teach out - by the end of 2023)

Bachelor of Business Administration (BBA) in Marketing Management

The BBA in Marketing Management will be offered at level 7 of the NQF (HEQSF aligned) and will consist of 360 credits. The BBA in Marketing Management comprises compulsory modules and elective modules. This degree consists of nineteen modules and is structured as follows:

Year 1

- Academic Skills Development (ASD) - non-credit bearing
- Business Communication (BC101B) - 20 credits
- Business Management 1 (BM101B) - 20 credits
- Business Statistics (BS101B) - 20 credits
- Economic Principles (ECOP101B) - 20 credits
- Financial Management 1 (FM101B) - 20 credits
- Marketing 1 (MAR101B) - 20 credits

Year 2

- Brand Management (BM201B) - 20 credits
- Business Management 2 (BM202B) - 20 credits
- Financial Management 2 (FM202B) - 20 credits
- Integrated Marketing Communications (IMC201B) - 20 credits
- Marketing 2 (MAR202B) - 20 credits
- Research Theory (RT201B) - 20 credits

Year 3

- Business Management 3 (BM303B) - 20 credits
- Financial Management 3 (FM303B) - 20 credits
- Marketing 3 (MAR303B) - 20 credits
- Marketing Research: Project (MRP302B) - 20 credits
- Elective - 20 credits
- Elective - 20 credits

Elective modules

Select two of the following:

- Business-to-Business Marketing (BBM001B) - 20 credits
- Digital Marketing Applications (DMA001B) - 20 credits
- Retail Marketing (RM001B) - 20 credits

The BBA in Marketing Management can be completed within a minimum of three years. The BBA in Marketing Management must be completed within eight years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Articulation from the Diploma in Marketing Management to the BBA in Marketing Management

Students may apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- Academic Skills Development (ASD) – non-credit bearing
- Business Management 1 (BM101B) – 20 credits
- Financial Management 1 (FM101B) – 20 credits
- Marketing 1 (MAR101B) – 20 credits
- Marketing 2 (MAR202B) – 20 credits

Articulation from the Diploma in Export Management to the BBA in Marketing Management

Students may apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- Academic Skills Development (ASD) – non-credit bearing
- Business Management 1 (BM101B) – 20 credits
- Marketing 1 (MAR101B) – 20 credits
- Marketing 2 (MAR202B) – 20 credits

Bachelor of Commerce (BCom) in Marketing and Management Science

The BCom in Marketing and Management Science will be offered at level 7 of the NQF (HEQSF aligned) and will consist of 360 credits. This qualification comprises nineteen modules.

Year 1

- Academic Skills Development (ASD) - non-credit bearing
- Business Management 1 (BM101B) - 20 credits
- Business Statistics (BS101B) - 20 credits
- Economic Principles (ECOP101B) - 20 credits
- Financial Management 1 (FM101B) – 20 credits
- Marketing 1 (MAR101B) - 20 credits
- Choose 1 stream:
 - Project Management 1 (PRM101B) – 20 credits
 - Supply Chain Management 1 (SCM101B) – 20 credits

Year 2

- Business Management 2 (BM202B) - 20 credits
- Research Theory (RT201B) – 20 credits
- Financial Management 2 (FM202B) - 20 credits
- Marketing 2 (MAR202B) - 20 credits
- Sales and Key Account Management (SKAM201B) – 20 credits
- Continue stream:
 - Project Management 2 (PRM202B) – 20 credits
 - Supply Chain Management 2 (SCM202B) – 20 credits

Year 3

- Business Management 3 (BM303B) - 20 credits
- Business Project (BP304B) - 20 credits
- Marketing 3 (MAR303B) - 20 credits
- Marketing Research: Project (MRP302B) – 20 credits
- Digital Marketing Applications (DMA001B) – 20 credits
- Continue stream:
 - Project Management 3 (PRM303B) – 20 credits
 - Supply Chain Management 3 (SCM303B) – 20 credits

The BCom in Marketing & Management Science can be completed within three years of study. The BCom must be completed within eight years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Articulation from the Diploma in Marketing Management to the BCom in Marketing and Management Science

Students can apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- ASD – non-credit bearing
- Marketing 1 (MAR101B) – 20 credits
- Marketing 2 (MAR202B) – 20 credits
- Business Management 1 (BM101B) – 20 credits
- Financial Management 1 (FM101B) – 20 credits

Articulation from the Diploma in Export Management to the BCom in Marketing Management Science

Students can apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- ASD – non-credit bearing
- Marketing 1 (MAR101B) – 20 credits
- Marketing 2 (MAR202B) – 20 credits
- Business Management 1 (BM101B) – 20 credits

Bachelor of Commerce (BCom) in International Supply Chain Management

The BCom in International Supply Chain Management will be offered at level 7 of the NQF (HEQSF aligned) and consists of 360 credits. This qualification comprises 19 modules and is structured as follows:

Year 1

- Academic Skills Development (ASD) - non-credit bearing
- Business Management 1 (BM101B) - 20 credits
- Economic Principles (ECOP101B) - 20 credits
- Financial Management 1 (FM101B) – 20 credits
- Project Management 1 (PRM101B) – 20 credits
- Supply Chain Management 1 (SCM101B) - 20 credits
- Choose 1 stream:
 - Transport & Logistics 1 (TL101B) – 20 credits
 - Procurement 1 (PROC101B) – 20 credits

Year 2

- Business Management 2 (BM202B) - 20 credits
- Financial Management 2 (FM202B) - 20 credits
- Research Theory (RT201B) - 20 credits
- Sales & Key Account Management (SKAM201B) - 20 credits
- Supply Chain Management 2 (SCM202B) - 20 credits
- Continue stream:
 - Transport & Logistics 2 (TL202B) – 20 credits
 - Procurement 2 (PROC202B) – 20 credits

Year 3

- Business Management 3 (BM303B) - 20 credits
- International Economics (IE301B) – 20 credits
- Supply Chain Management 3 (SCM303B) - 20 credits
- International Supply Chain Project (ISCP302B) - 20 credits
- Trade Finance and Payments (TFP301B) – 20 credits
- Continue stream:
 - Transport & Logistics 3 (TL303B) – 20 credits
 - Procurement 3 (PROC303B) – 20 credits

The BCom in International Supply Chain Management can be completed within a minimum of three years. The BCom in International Supply Chain Management must be completed within eight years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Articulation from the Diploma in Marketing Management to the BCom in International Supply Chain Management

Students can apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- ASD – non-credit bearing
- Business Management 1 (BM101B) – 20 credits
- Financial Management 1 (FM101B) – 20 credits

Articulation from the Diploma in Export Management to the BCom in International SupplyChain Management

Students can apply for credit transfers (at no cost). The diploma modules must have been written and passed in the last 5 years. The following credit transfers may apply:

- ASD – non-credit bearing
- Business Management 1 (BM101B) – 20 credits
- Business Management 2 (BM202B) – 20 credits
- Financial Management 1 (FM101B) – 20 credits

Postgraduate Programmes

Postgraduate Diploma in Marketing Management

The Postgraduate Diploma in Marketing Management is aimed at people in, or moving towards, a senior marketing position, who already hold a recognised undergraduate qualification at NQF level 7 (HEQSF aligned) and want to enhance their marketing skills and knowledge.

The Postgraduate Diploma in Marketing Management will be offered at level 8 of the NQF (HEQSF aligned) and will consist of 120 credits. The Postgraduate Diploma in Marketing Management comprises of five compulsory modules and is structured as follows:

- Academic Skills Development for Postgraduate Studies (ASDPG)
- Applied Brand Management and Communication (ABMC401P) - 20 credits
- Applied Digital Marketing Dynamics (ADMD401P) - 20 credits
- Applied Marketing Metrics (AMM401P) - 20 credits
- Applied Marketing Project (AMP401P) - 40 credits
- Applied Marketing Leadership (AML401P) - 20 credits

The Postgraduate Diploma in Marketing Management can be completed within a minimum of one year. The Postgraduate Diploma in Marketing Management must be completed within four years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Bachelor of Philosophy (BPhil) Honours in Marketing Management

The Bachelor of Philosophy (BPhil) Honours in Marketing Management will be offered at level 8 of the NQF (HEQSF aligned) and will consist of 140 credits. The Bachelor of Philosophy (BPhil) Honours in Marketing Management comprises six compulsory modules and is structured as follows:

- Academic Skills Development for Postgraduate Studies (ASDPG)
- Advanced Marketing Applications Report (AMAR401H) - 30 credits
- Advanced Research: Theory (ART401H) - 20 credits
- Advanced Marketing Report (AMR402H) - 30 credits
- Advanced Strategic Marketing (ASM401H) - 20 credits
- Advanced Brand Management (ABM401H) - 20 credits
- Advanced Digital Marketing (ADM401H) - 20 credits

The Bachelor of Philosophy (BPhil) Honours in Marketing Management can be completed within a minimum of one year. The BPhil Honours in Marketing Management must be completed within four years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Bachelor of Commerce (BCom) Honours in Supply Chain Management

The Bachelor of Commerce (BCom) Honours in Supply Chain Management will be offered at level 8 of the NQF (HEQSF aligned) and will consist of 130 credits. The Bachelor of Commerce (BCom) Honours in Supply Chain Management comprises the compulsory modules below :

- Academic Skills Development for Postgraduate Studies (ASDPG)
- Advanced Cost Management (ACM401H) – 20 credits
- Advanced International Trade (AIT401H) – 20 credits
- Advanced Research: Theory (ART401H) - 20 credits
- Advanced Supply Chain Business Processes (ASCB401H) - 20 credits
- Advanced Supply Chain Management (ASCM401H) - 20 credits
- Advanced Supply Chain Report (ASR402H) - 30 credits

The Bachelor of Commerce (BCom) Honours in Supply Chain Management can be completed in a minimum of one year. It must be completed within four (4) years. Students must check page 16 of the Student Yearbook for applicable pre-requisite modules before they register per semester.

Students who completed the Postgraduate Diploma in Marketing Management offered by the institution may apply to articulate to the Bachelor of Philosophy (BPhil) Honours in Marketing Management

If approved, students can apply for credit transfers (at no cost). The Postgraduate Diploma modules must have been written and passed in the last 5 years.

The following credit transfers may apply if the module was examined as an Examination/Final Assessment and not only examined with assignments:

- Advanced Strategic Marketing (ASM401H) - 20 credits
- Advanced Brand Management (ABM401H) – 20 credits
- Advanced Digital Marketing (ADM401H) – 20 credits

Master of Philosophy in Marketing

The Master of Philosophy in Marketing is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. Approved applicants are required to complete a six-month pre-registration induction phase before they are permitted to register for the Master of Philosophy in Marketing. Extensions to the six months are not permitted. Students who fail to complete the induction phase within the six months are not allowed to register for the Master of Philosophy in Marketing. The Master of Philosophy in Marketing comprises Academic Skills Development for Postgraduate Studies (ASDPG), a researched dissertation and a publishable article. After completion of the pre-registration induction phase, ASDPG, the dissertation and publishable article of the Master of Philosophy in Marketing must be completed within a minimum of 18 months and a maximum of three years.

Students may be refused admission if their academic background or marks obtained in the honours degree programme do not meet the required academic standards for the proposed studies. Applicants must submit a 5-page mini-proposal detailing their proposed research project and attend an interview with the admissions panel before they will be admitted to the programme. The Dean reserves the right to prescribe additional modules on the honours degree level to ensure that the candidate complies with all requirements. Once accepted, students may adapt the focus or ambit of the study on condition that the adaptation is accepted and approved by the Research Committee. A 3-day research methodology workshop before the formal start of the academic programme is compulsory.

The IMM Graduate School reserves the right to appoint supervisors for students at its sole discretion. Students are not permitted to choose their own supervisors, as the IMM Graduate School takes responsibility for ensuring that each student is assigned a qualified supervisor who can provide the necessary guidance and support throughout their academic journey. The IMM Graduate School's decision on supervisor allocation is final.

Research Proposal requirements

The Master of Philosophy in Marketing degree is a full master's and as such academic rigour is imperative. Two particular aspects are pertinent for students.

- Literature review

The academic rigour required here is to ensure critical reflective analysis of the contrasting views of diverse authors in order to identify potential gaps in the literature and to establish validation for the research.

- Research design

The academic rigour must be of such a standard as to ensure validity and reliability of the research outcomes. Particular attention should therefore be given to the demands of the research proposal and these demands or criteria should be documented in the research proposal.

The research proposal does require a full explanation of all aspects of the research design in sufficient detail to be provided to demonstrate the student's understanding of the academic rigour and the students' insight into the requirements and the design of the research method. The submission of the proposal and final dissertation by students in the Master of Philosophy in Marketing academic programme must be done in the student's own time and with consideration of the prescribed completion time of three years. No submission may be made without the written and explicit approval of the supervisor allocated to the student. The three-year maximum completion time for students must be kept in mind and the proposal as well as the final dissertation must be submitted timeously to achieve the completion deadlines for the final dissertation and publishable article. Students who have reached the maximum duration of three years without completing the academic programme may apply to the Office of the Registrar for a once-off extension of six months at the current Master of Philosophy in Marketing semester fee.

Master of Commerce in Supply Chain Management

The Master of Commerce in Supply Chain Management is offered at level 9 of the NQF (HEQSF aligned) and consists of 180 credits. Approved applicants are required to complete a six-month pre-registration induction phase before they are permitted to register for the Master of Commerce in Supply Chain Management. Extensions to the six months are not permitted. Students who fail to complete the induction phase within six months are not allowed to register for the Master of Commerce in Supply Chain Management. The Master of Commerce in Supply Chain Management comprises Academic Skills Development for Postgraduate Studies (ASDPG), a researched dissertation and a publishable article. After completion of the pre-registration induction phase, ASDPG, the dissertation and publishable article of the Master of Commerce in Supply Chain Management must be completed within a minimum of 18 months and a maximum of three years.

Students may be refused admission if their academic background or marks obtained in the honours degree programme do not meet the required academic standards for the proposed studies. Applicants must submit a 5-page mini-proposal detailing their proposed research project and attend an interview with the admissions panel before they will be admitted to the programme. The Dean reserves the right to prescribe additional modules on the honours degree level to ensure that the candidate complies with all requirements. Once accepted, students may adapt the focus or ambit of the study on condition that the adaptation is accepted and approved by the Research Committee. A 3-day research methodology workshop before the formal start of the academic programme is compulsory.

The IMM Graduate School reserves the right to appoint supervisors for students at its sole discretion. Students are not permitted to choose their own supervisors, as the IMM Graduate School takes responsibility for ensuring that each student is assigned a qualified supervisor who can provide the necessary guidance and support throughout their academic journey. The IMM Graduate School's decision on supervisor allocation is final.

Research Proposal requirements

The Master of Commerce in Supply Chain Management degree is a full master's and as such academic rigour is imperative. Two particular aspects are pertinent for students.

- Literature review

The academic rigour required here is to ensure critical reflective analysis of the contrasting views of diverse authors in order to identify potential gaps in the literature and to establish validation for the research.

- Research design

The academic rigour must be of such a standard as to ensure validity and reliability of the research outcomes. Particular attention should therefore be given to the demands of the research proposal and these demands or criteria should be documented in the research proposal.

The research proposal does require a full explanation of all aspects of the research design in sufficient detail to be provided to demonstrate the student’s understanding of the academic rigour and the students' insight into the requirements and the design of the research method. The submission of the proposal and final dissertation by students in the Master of Commerce in Supply Chain Management academic programme must be done in the student's own time and with consideration of the prescribed completion time of three years. No submission may be made without the written and explicit approval of the supervisor allocated to the student. The three-year maximum completion time for students must be kept in mind and the proposal as well as the final dissertation must be submitted timeously to achieve the completion deadlines for the final dissertation and publishable article. Students who have reached the maximum duration of three years without completing the academic programme may apply to the Office of the Registrar for a once-off extension of six months at the current Master of Commerce in Supply Chain Management semester fee.

Designator Letters

Students who have completed the Diploma or Degree programme may use the following designator letters:

Diploma

Dip (Marketing Management) IMM Graduate SchoolDip (Export Management) IMM Graduate School

Bachelor's Degree

BBA (Marketing Management) IMM Graduate School

BCom (Marketing and Management Science) IMM Graduate School BCom (International Supply Chain Management) IMM Graduate School

Postgraduate Diploma

PG Dip (Marketing Management) IMM Graduate School

Bachelor's Honours Degree

BPhil Honours (Marketing Management) IMM Graduate School BCom Honours (Supply Chain Management) IMM Graduate School

Master's Degree

MPhil (Marketing) IMM Graduate School

Programme plans

Higher Certificate in Marketing

Programme Name	Higher Certificate in Marketing
Exit-level	NQF 5
Total Credits	135 credits
Purpose	The purpose of the programme is to provide students, qualifying with the certificate, with a broad but elementary knowledge of marketing as well as business concepts, guiding students through the entry-level application of these concepts. It further provides students with the basic knowledge to structure the organisation effectively to deliver products, product-related services and services, providing value to customers, motivate purchases and fulfill customer needs.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate elementary understanding of literacy with respect to academic writing, technology, numeracy and communications.	Academic Literacy Fundamentals of Business Communication Fundamentals of Business Numeracy
Exit-level outcome 2	Display an elementary but broad scope of knowledge in the field of business and be able to link marketing activities to the functioning of organisations.	Fundamentals of Business Communication Fundamentals of Marketing Fundamentals of Business Management
Exit-level outcome 3	Associate and describe within a business context, the systems within which organisations operate and are able to link these to marketing opportunities.	Fundamentals of Marketing Fundamentals of Business Management
Exit-level outcome 4	Explain the typical elementary methods and procedures involved in marketing.	Fundamentals of Marketing Fundamentals of Digital Marketing
Exit-level outcome 5	Explain the theories typically applied in the field of marketing and business management.	Fundamentals of Marketing Fundamentals of Business Management
Exit-level outcome 6	Solve elementary marketing and business problems in organisations.	Fundamentals of Marketing Fundamentals of Business Management
Exit-level outcome 7	Access, process and apply elementary marketing information, considering ethical behaviour.	Academic Literacy Fundamentals of Marketing Fundamentals of Digital Marketing

Higher Certificate in Export Management (teach out up to 2023-S2)

Programme name	Higher Certificate in Export Management
Exit-level	NQF 5
Total credits	135 credits
Purpose	The purpose of the programme is to provide for an elementary understanding of export related matters, and an overall focus which will ensure the delivery of students who have an introductory knowledge of export management and related marketing concepts. The purpose of this qualification is also to support the connection between exporting and marketing e.g. the fundamental methods and procedures involved in international trade, exports and marketing.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate an elementary understanding of export administration, international trade, marketing, and business communication.	Fundamentals of Export Administration Basics of Export Trade Fundamentals of Marketing Fundamentals of Business Communication

Exit-level outcome 2	Explain the typical methods and procedures involved in export management and marketing.	Academic Literacy Fundamentals of Export Administration Basics of Export Trade Fundamentals of Marketing Fundamentals of Business Communication
Exit-level outcome 3	Complete an elementary search for export opportunities and be able to apply the findings to marketing and supply chain opportunities/concepts.	Basics of Export Trade Fundamentals of Marketing Fundamentals of Supply Chain Management
Exit-level outcome 4	Collect and describe relevant export logistics data/information from a wide range of sources, and examine the information in terms of the functioning of an export and/or logistics company.	Academic Literacy Academic Fundamentals of Business Numeracy Basics of Export Trade Fundamentals of Supply Chain Management
Exit-level outcome 5	Summarise and communicate export and marketing information for senior management.	Academic Literacy Fundamentals of Business Communication Fundamentals of Export Administration Fundamentals of Marketing
Exit-level outcome 6	Identify and examine/solve elementary management problems in an export and/or logistics company and supply chain context.	Fundamentals of Export Administration Basics of Export Trade Fundamentals of Supply Chain Management
Exit-level outcome 7	Discuss the importance of ethical behaviour in the field of export management and marketing, and base business decisions and actions on appropriate values.	Fundamentals of Export Administration Basics of Export Trade Fundamentals of Supply Chain Management Fundamentals of Marketing
Exit-level outcome 8	Illustrate the mastering of life-long learning skills in the dynamic field of exports and supply chain management, and the broad field of management.	Fundamentals of Export Administration Basics of Export Trade Fundamentals of Supply Chain Management

Higher Certificate in Project Management

Programme Name	Higher Certificate in Project Management
Exit-level	NQF 5
Total Credits	135 credits
Purpose	The purpose of the programme is to provide students qualifying with a certificate with a broad but complete knowledge of Project Management, as well as business concepts, and to guide students through the entry level application of these concepts. The purpose of this qualification is to equip students with the necessary knowledge, skills and abilities in order to perform project management functions at the foundation level in an organisation. This qualification affords students the opportunity to develop essential competencies needed to manage projects effectively.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate an elementary understanding of literacy with respect to academic writing, technology, numeracy and communications. Identify and apply legislation and organisational policies and procedures relevant to the core processes appropriately to a given situation.	Academic Literacy Fundamentals of Business Numeracy Fundamentals of Business Management
Exit-level outcome 2	Display a complete but broad scope of knowledge in the field of project management and be able to link project management activities to the functioning of organisations. Evaluate a project to develop the scope of work, provide accurate cost estimates and to plan the various activities through the project phases.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents
Exit-level outcome 3	Associate and describe within a business context the systems within which organisations operate and be able to link these to business opportunities. Demonstrate an understanding of risk management analysis techniques that identify the factors that put a project at risk and to quantify the likely effect of risk on project timescales.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents

Exit-level outcome 4	Explain the typical elementary methods and procedures involved in project management Identify the resources required for a project and to produce a work plan and resource schedule as well as managing the documents that comprise the baseline plan.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents
Exit-level outcome 5	Explain the theories typically applied in the field of project and business management. Distinguish between the different types of projects and follow the stages needed to negotiate an appropriate contract, and develop a project plan and change control systems to integrate the various project elements.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents
Exit-level outcome 6	Solve elementary project management and business problems in organisations. Identify best practice relevant to operational responsibilities in terms of monitoring and evaluation.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents
Exit-level outcome 7	Access, process and apply elementary business information, considering ethical behaviour.	Fundamentals of Project Management Project Planning: Integration and Constraints Project Planning: People and Risks Project Management: Tools and Documents

Higher Certificate in Supply Chain Management

Programme Name	Higher Certificate in Supply Chain Management
Exit-level	NQF 5
Total Credits	135 credits
Purpose	The purpose of the programme is to provide students with the competencies required to engage in the processes and inter-relationships across the supply chain so as to create sustainable value for organisations. This qualification is aimed at overcoming the traditional functional approach to operations and management, and at fostering supply chain integration to the advantage of all stakeholders.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate an elementary understanding of literacy with respect to academic writing, technology, numeracy and communications.	Academic Literacy Fundamentals of Business Numeracy
Exit-level outcome 2	Display a complete but broad scope of knowledge in the field of Supply Chain and be able to link business activities to the functioning of organisations.	Fundamentals of Supply Chain Management Fundamentals of Business Management Fundamentals of Transport and Logistics
Exit-level outcome 3	Associate and describe within a business context the systems within which organisations operate and be able to link these to supply chain opportunities.	Fundamentals of Business Management Fundamentals of Supply Chain Management Fundamentals of Transport and Logistics Fundamentals of Operations Management
Exit-level outcome 4	Explain the typical elementary methods and procedures involved in supply chain.	Fundamentals of Business Management Fundamentals of Supply Chain Management Fundamentals of Transport and Logistics Fundamentals of Operations Management
Exit-level outcome 5	Explain the theories typically applied in the field of business management.	Fundamentals of Business Management Fundamentals of Supply Chain Management Fundamentals of Transport and Logistics Fundamentals of Operations Management Fundamentals of International Trade
Exit-level outcome 6	Solve elementary supply chain and business problems in organisations.	Fundamentals of Business Management Fundamentals of Supply Chain Management Fundamentals of Transport and Logistics Fundamentals of Operations Management Fundamentals of International Trade
Exit-level outcome 7	Access, process and apply elementary business information, considering ethical behaviour.	Fundamentals of Business Management Fundamentals of Supply Chain Management Fundamentals of Transport and Logistics Fundamentals of Operations Management Fundamentals of International Trade

Diploma in Marketing Management

Programme name	Diploma in Marketing Management
Exit-level	NQF 7
Total Credits	360 credits
Purpose	<p>To instil and broaden students' marketing knowledge, business management knowledge, application of marketing knowledge and expertise. This qualification will provide qualified students with a broad based knowledge of the principles, theories, thought schools, methods and application processes involved in the various fields required in the core marketing management function.</p> <p>This qualification lays a solid foundation for higher career advancement and further studies in the field of strategic marketing management. The programme is designed to provide students with a basic understanding of the underlying marketing and business principles, followed by more advanced knowledge combined with elementary practical application and concluding with specific practical application of all theory and models learnt throughout the programme.</p>

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Master a broad knowledge of marketing principles and basic application skills in marketing related fields.	Principles of Marketing Applications of Marketing Principles of Digital Marketing Marketing Communications, Sales management
Exit-level outcome 2	Demonstrate a broad understanding of business management knowledge, functional areas within an organisation and how it applies to the business environment.	Principles of Business Management Applications of Business Management Human Resources Management
Exit-level outcome 3	Demonstrate a broad understanding of the principles of project management and how these principles should be applied in a marketing environment.	Principles of Project Management
Exit-level outcome 4	Solve practical marketing problems by applying skills learnt in the relevant marketing modules.	Marketing Communications Application of Marketing Applications of Digital and Mobile Marketing
Exit-level outcome 5	Select, apply and evaluate typical methods and procedure to assist in making informed marketing and business decisions.	Marketing Research
Exit-level outcome 6	Students must produce a strategic marketing plan including a detailed implementation plan. To be able to do this, students must show an understanding of the scope of responsibilities required of a management position in the marketing field, and understand the accountability to senior management in an organization.	Strategic Marketing
Exit-level outcome 7	Demonstrate a broad understanding of the principles of financial management knowledge and how it applies to the marketing and business environment to ensure the students have the knowledge on how to manipulate and interpret financial records to the benefits of the business and understand how the marketing activities pursued will be affected by the finance function or may have an impact on the finance function.	Principles of Financial Management Applications of Financial Management
Exit-level outcome 8	Practically apply learnings to workplace scenarios, draw on the models, theories and concepts taught during the 3-year study period on the programme, and to practically integrate the full range of theory to practice-based situations which may contain significant parallels to workplace realities in an effort to mirror the 'real world' marketing executives are expected to deal with in a constantly changing business environment.	Work Integrated Learning/Marketing Project
Exit-level outcome 9	Furthermore, develop an understanding of the tools required to successfully start and manage a small business.	Entrepreneurship

Diploma in Export Management (Teach out - export modules up to 2023-S2)

Programme Name	Diploma in Export Management
Exit-level	NQF 6
Total credits	360 credits
Purpose	The purpose of the programme is to provide for an intermediate understanding of export related matters, and an overall focus which will ensure the delivery of students who are skilled in export management and who understand the related concepts of marketing. The purpose of this qualification is also to support the connection between export management and marketing management e.g. the principles, methods and procedures involved in export management and marketing.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate an intermediate understanding of export management, international trade and international trade law, marketing, business communication and management principles, economics, financial management, and finance and payments.	Export Management International Trade Law 1 International Trade Law 2 Principles of Marketing Principles of Business Communication International Economics Application of Finance and Payments Finance and Payments Strategy
Exit-level outcome 2	Explain and apply the typical methods and procedures involved in export management and marketing from an export perspective.	Principles of Export Administration Application of Export Administration Principles of Marketing and Application of Marketing
Exit-level outcome 3	Conduct a search for export opportunities and be able to link the findings to an export and marketing strategy.	Entrepreneurship Export Trade
Exit-level outcome 4	Access and evaluate relevant export information from a wide range of sources, and integrate the information in terms of an export strategy, cognisant of marketing, designed for a specific company.	Academic Literacy Principles of Business Communication Export Trade Strategy Principles of Marketing and Application of Marketing
Exit-level outcome 5	Produce and communicate export plans, cognisant of marketing, to senior management.	Academic Literacy Principles of Business Communication Export Trade Strategy Principles of Marketing and Application of Marketing
Exit-level outcome 6	Describe how to lead a team of people in an export company in order to implement an export and marketing plan/project.	Principles of Project Management Principles of Business Management Application of Business Management Business Management Strategy Entrepreneurship Principles of Marketing and Application of Marketing
Exit-level outcome 7	Identify and solve management problems in an export and/or logistics company/related to an export project, including cultural differences, foreign exchange and finance etc.	Principles of Project Management Principles of Business Management Application of Business Management Business Management Strategy Principles of Export Administration Application of Export Administration Application of Finance and Payments Finance and Payments Strategy Export Trade Strategy
Exit-level outcome 8	Discuss the responsibilities of leading a team in the export industry as well as understanding the accountability to senior management in an organisation.	Principles of Project Management Principles of Business Management Application of Business Management Business Management Strategy Principles of Export Administration Application of Export Administration
Exit-level outcome 9	Show understanding of the code of ethical behaviour in the field of export management and marketing, and base business decisions and actions on appropriate values.	International Trade Principles of Project Management Principles of Business Management Application of Business Management

Exit-level outcome 10	Illustrate the mastering of life-long learning skills in the broad field of management and support the learning needs of team members.	Principles of Project Management Principles of Export Administration Application of Export Administration Export Trade Strategy
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Bachelor of Business Administration (BBA) in Marketing

Programme name	Bachelor of Business Administration in Marketing
Exit-level	NQF 7
Total Credits	360 credits
Purpose	The main purpose of the qualification is to empower qualifiers with graduate-level knowledge, specific skills and applied competence in the field of Marketing Management to enable them to pursue practical and rewarding careers in the marketing business environment. The purpose of the qualification is also to provide graduates with competence in marketing, business management and financial management. Further, the purpose of the qualification is to assist and enable the learner to develop his/her intellectual capacity, understanding of the business and marketing environment; and to think critically and innovatively and to build a foundation for further specialization in the field of marketing.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Mastered an advanced knowledge of marketing principles and basic application skills in marketing related field.	Marketing 1, Marketing 2 and Marketing 3 Retail Marketing Brand Management Business-to-Business Marketing Digital Marketing Applications
Exit-level outcome 2	Demonstrate a broad understanding of business management knowledge, functional areas within an organisation and how it applies to the business environment. Furthermore, be able to take a strategic view of an organisation and align the strategies with the objectives.	Business Management 1 Business Management 2 Business Management 3
Exit-level outcome 3	Select, apply and evaluate typical methods and procedures to assist in making informed marketing decisions. Furthermore, demonstrate a broad understanding of economics in order to understand how it applies not only to the business world but also to everyday life.	Business Statistics Economic Principles Research: Theory
Exit-level outcome 4	Solve marketing problems in various types of organisations, such as retail-driven, service- related, business-to-business, government related and NPO's.	Marketing 2 Marketing Research Theory Marketing Research Project Brand Management Business-to-Business Marketing Digital Marketing Applications Retail Marketing
Exit-level outcome 5	Demonstrate a broad understanding of financial management knowledge and how it applies to the marketing and business environment.	Financial Management 1 Financial Management 2 Financial Management 3
Exit-level outcome 6	Produce a strategic marketing and business plan and be able to evaluate the success of the plan.	Marketing 3 Integrated Marketing Communications Brand Management Business-to-Business Marketing Digital Marketing Applications
Exit-level outcome 7	Produce and communicate information in a business environment by applying proper communication skills acquired which should also include the correct application of intellectual property, copyright and plagiarism.	Academic Literacy Business Communications Research: Theory Marketing Research: Project
Exit-level outcome 8	Demonstrate an advanced understanding of the economic context and systems within which organisations operate and be able to link it to marketing opportunities.	Economic Principles
Exit-level outcome 9	Understand the scope of responsibilities that go with a management position in the marketing field, and understand the accountability to senior management in an organisation.	Marketing 2 and 3 Business Management 3 Financial Management 3

Bachelor of Commerce (BCom) in Marketing and Management Science

Programme name	Bachelor of Commerce in Marketing and Management Science
Exit-level	NQF Level 7
Total Credits	360 credits
Purpose	<p>The purpose of this qualification is to provide candidates in the private, public and voluntary sectors with comprehensive and in-depth knowledge of the principles, major theories and paradigms, skills, methods and technology of the science and profession of the field of marketing and management. This, in order to promote sustainable growth and development and maximise prosperity in all sectors of the economy and society. To develop competent leaders with applied economic, management and marketing skills as well as generic cross-functional knowledge and skills to steer sustainable development, growth and prosperity in the most appropriate direction.</p> <p>To provide students who want to enrol for advanced studies in management and marketing, with a sound academic base, to apply their skills and further advancement in careers and academic studies in the field of marketing and management sciences.</p>

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Students must demonstrate an understanding of a broad scope of management knowledge and how it applies to the disciplines of management, marketing and supply chain management.	Business Management 1, 2 & 3 Marketing 1 and 2 Supply Chain Management 1, 2 and 3
Exit-level outcome 2	To demonstrate a comprehensive understanding of the knowledge regarding economics, financial management, research as applied to marketing and supply chain activities in relation to the organisation and the business environment in general.	Economic Principles Financial Management 1 & 2 Research Theory Marketing Research Project Marketing 1, 2 and 3 Business Management 1 & 2
Exit-level outcome 3	Students must be able to collect, analyse, organise and critically evaluate relevant economic, financial and marketing related information to make sound decisions in the organisation.	Business Statistics Economic Principles Financial Management 1 & 2 Marketing Research: Theory
Exit-level outcome 4	Find solutions to management, marketing, operational and supply chain problems in organisations.	Business Management 2 & 3 Marketing 3 Supply Chain Management 1, 2 and 3 Marketing Research Project Business Project Project Management
Exit-level outcome 5	Evaluate, apply, and integrate marketing and supply chain knowledge and skills and general business principles to real life situations taking into account societal, ethical, and cultural considerations.	Business Management 2 & 3 Marketing 3 Supply Chain Management 1, 2 and 3 Marketing Research Project Business Project Project Management
Exit-level outcome 6	Conceptualise and design strategic business and marketing plans and be able to evaluate the success of the plans.	Business Management 1, 2 and 3 Marketing 1, 2 and 3 Project Management
Exit-level outcome 7	Students must produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.	Academic Literacy Research Theory Business Research Project Business Project
Exit-level outcome 8	Critically analyse contemporary marketing information and evaluate the potential future outcomes of business, marketing and supply chain management decisions.	Business Management 3 Marketing 3 Supply Chain Management 2 and 3 Business Research Project Business Project
Exit-level outcome 9	Students must show an understanding of the scope of responsibilities required of a management position in the marketing, supply chain, human resources operations, project management functions, and understand the accountability to senior management in an organisation.	Business Management 1 and 2 Marketing 1 Project Management Supply Chain Management 1, 2 and 3

Bachelor of Commerce (BCom) in International Supply Chain Management

Programme Name	Bachelor of Commerce in International Supply Chain Management
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Exit-level	NQF 7
Total Credits	360 credits
Purpose	To provide candidates in the private, public and voluntary sectors with core knowledge and skills about various basic as well as more specialised aspects of transport, procurement, logistics, and supply chain management, as well as the interface with business management, finance and marketing, and some key aspects of project management, financial management, international economics and trade, and logistics service provision generally, in order to promote sustainable growth and development and maximise prosperity in all sectors of the economy and society. To develop competent leaders with applied supply chain, financial, economic, management and marketing skills as well as generic cross-functional knowledge and competence to steer sustainable development, growth, and prosperity in the most appropriate direction. To provide students who want to enrol for advanced studies in supply chain, business management, and marketing, with a sound academic base, to apply their skills and further advance in their careers and academic studies.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate an intermediate but integrated and broad scope of management knowledge, specifically supply chain management, and how it applies to the discipline of logistics service provision, transport, procurement, management, and marketing. Include an overall understanding of and ability to apply and evaluate related key concepts in these disciplines and also the fields of international trade, economics, and finance relating to supply chain management.	Supply Chain Management 1 and 2 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 Business Management 1, 2 and 3 Financial Management 1 & 2 Economic Principles Sales & Key Account Management
Exit-level outcome 2	Demonstrate an intermediate understanding of the knowledge literacy regarding international supply chain management, and how it applies to the discipline of logistics service provision, transport, procurement, management, and marketing. This must include an overall understanding of and ability to apply and evaluate related key concepts in these disciplines and the fields of international trade, economics, and finance relating to supply chain management and activities.	Project Management Supply Chain Management 1,2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 Financial Management 1 & 2 Trade, Finance and Payments
Exit-level outcome 3	Collect, analyse, organise and critically evaluate relevant supply chain- related information. This should include various aspects and information related to supply chain management, how it applies to the discipline of logistics service provision, transport, procurement, management and marketing, and must include an overall understanding of and ability to apply and evaluate related key concepts in these disciplines and also the fields of international trade, economics, and finance relating to supply chain management.	Supply Chain Management 1,2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 Financial Management 1 & 2 Trade, Finance and Payments
Exit-level outcome 4	Solve intermediate supply chain management problems, demonstrating an understanding of supply chain problems and the ability to identify, analyse, evaluate, critically reflect on and address complex problems, applying theory and solutions in supply chain contexts.	Supply Chain Management 1, 2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 Financial Management 1 & 2 Trade, Finance and Payments
Exit-level outcome 5	Understand codes of ethical behaviour and professional practice in the field of management and specifically supply chain management, and base decisions and actions on appropriate management values.	Supply Chain Management 1, 2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3
Exit-level outcome 6	Access, process and manage information, demonstrating the ability to develop appropriate processes of information gathering for a given context or use, also independently validating the sources of information and evaluating and managing the information.	Supply Chain Management 1 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 Business Management 1, 2 and 3 Financial Management 1 & 2
Exit-level outcome 7	Use appropriate academic/professional/occupational discourse to produce and communicate information in a supply chain business environment, demonstrating their understanding and own ideas and opinions on international and supply chain-related matters. Students must do so whilst respecting conventions around intellectual property, copyright and plagiarism.	Supply Chain Management 1, 2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 International Supply Chain Project
Exit-level outcome 8	Demonstrate an intermediate understanding of the management, economic, financial and supply chain contexts and systems within which organisations operate and be able to link them to business opportunities. They must understand that supply chain role-players do not operate in isolation and must be able to demonstrate an understanding of the integrated nature of supply chain management.	Supply Chain Management 1, 2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 International Supply Chain Project
Exit-level outcome 9	Show an understanding of the scope of responsibilities required of a management position, and the need for management of own and ongoing learning and development.	Supply Chain Management 1,2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 International Supply Chain Project
Exit-level outcome 10	Show an understanding of the scope of responsibilities required of a management position, the accountability to senior management in an organisation, and the ability to take responsibility for own work, decision-making and use of resources, and decisions and actions generally.	Supply Chain Management 1,2 and 3 Procurement 1, 2 and 3 Transport & Logistics 1, 2 and 3 International Supply Chain Project

Bachelor of Philosophy Honours (BPhil) in Marketing Management

Programme name	Bachelor of Philosophy Honours in Marketing Management
Exit-level	NQF 8
Total Credits	140 credits
Purpose	<p>The purpose of the programme is to equip senior marketing managers with the knowledge and skills to allow them to effectively develop and implement a strategic marketing plan, designed to align with the organisation's objectives.</p> <p>Once the student has finalised the programme, he/she would have a thorough understanding of how various facets of marketing, being strategy, research, brand management and marketing communications integrate and influence each other. The student will furthermore understand how marketing resources need to be planned, managed and directed to achieve set objectives and a competitive advantage for the company, its products and brands.</p>

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Students must demonstrate advanced management knowledge and how it links to the discipline of marketing.	Advanced Strategic Marketing, Advanced Brand Management, Advanced Digital Marketing, Advanced Marketing Application Report
Exit-level outcome 2	Students must understand the requirements of, and take full responsibility for, a senior marketing management position, as well as lead a marketing team in an organisation.	Advanced Strategic Marketing, Advanced Brand Management, Advanced Digital Marketing, Advanced Marketing Application Report
Exit-level outcome 3	Students must provide an assessment of an organisation's internal conditions and capabilities, as well as the external environment, and link its resources with desirable marketing options.	Advanced Marketing Application Report
Exit-level outcome 4	Students must be able to demonstrate an advanced understanding of the national and international economic context and systems within which organisations operate and be able to link these to marketing opportunities.	Advanced Strategic Marketing, Advanced Digital Marketing
Exit-level outcome 5	Students must be able to demonstrate the critical selection of secondary and primary research information and process the information for the purpose of producing a marketing research Report.	Advanced Marketing Research Theory
Exit-level outcome 6	Students must be able to produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.	Advanced Strategic Marketing, Advanced Marketing Application Report
Exit-level outcome 7	Students must be able produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.	Advanced Marketing Research Report
Exit-level outcome 8	Students must be able to evaluate the success of the strategic marketing process as an input for future decisions.	Advanced Strategic Marketing, Advanced Marketing Application Report
Exit-level outcome 9	Students must be able to illustrate the mastering of life-long learning strategies in the field of marketing management.	Advanced Marketing Application Report
Exit-level outcome 10	Students must be able to identify and address ethical issues in the field of marketing management and base decisions and actions on appropriate marketing management values.	Advanced Marketing Research Report

Bachelor of Commerce (BCom) Honours in Supply Chain Management

Programme name	Bachelor of Commerce Honours in Supply Chain Management
Exit-level	NQF 8
Total Credits	120 credits
Purpose	<p>The Bachelor of Commerce (BCom) Honours in Supply Chain Management is an advanced level, higher education qualification suitable for students who aspire to be managers in organisations with specialisation in supply chain management. In line with the history, nature, mission and vision of the IMM Graduate School the programme is focused on the delivery of managers and professionals who are skilled in the different functions of the organisation but with a strong supply chain management focus. Supply chain management has been gaining traction as one of the most important functional areas that make up contemporary organisations because it plays an integral part of an organisation's success and the world we live in. normally depends on a substantial marketing research component.</p>

Exit-Level outcome	Explanation	Module linked to exit-level outcome
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Exit-level outcome 1	Evaluate advanced Supply Chain Management integration strategies across organisations and companies.	Advanced Supply Chain Business Processes Advanced International Trade
Exit-level outcome 2	Demonstrate an understanding of complex strategies and their application in Supply Chain Management.	Advanced Supply Chain Management
Exit-level outcome 3	Demonstrate use of a wide range of specialised skills to solve complex supply chain problems.	Advanced Supply Chain Business Processes
Exit-level outcome 4	Conduct research with the aim of solving supply chain problems.	Advanced Research Theory Advanced Supply Chain Research Report
Exit-level outcome 5	Demonstrate an understanding of the general principles of managing processes of purchase and supply, and the necessary information technology that underlie this, and to apply these principles.	Advanced Supply Chain Business Processes Advanced Cost Management
Exit-level outcome 6	Students must be able to produce an advanced strategic marketing plan, communicate the plan to all relevant role players and implement the plan.	Advanced Supply Chain Research Report Advanced Cost Management Advanced International Trade

Postgraduate Diploma in Marketing Management

Programme name	Postgraduate Diploma in Marketing Management
Exit-level	NQF 8
Total Credits	120
Purpose	To create a platform which will provide an opportunity to those with some academic marketing knowledge with expanded insight, understanding and practical skills about marketing – from idea conceptualisation to the development, launch and maintenance of marketing plans and programmes for contributing to the achievement of the strategic business objectives of the organisation. This is, therefore, a qualification aimed at people entering the business or professional marketing environment, people at a specific developmental stage in their careers, or at the phase in their personal development when they already have suitable knowledge, training and qualifications in their specific field of knowledge but lacking an in-depth marketing background. The programme provides a practical opportunity for students to ensure a personal competitive advantage while broadening their career prospects.

Exit-Level outcome	Explanation	Module linked to exit-level outcome
Exit-level outcome 1	Demonstrate advanced skills in implementing marketing knowledge and principles, appreciating how it contributes to and draws on the other functional areas of business.	Applied Brand Management and Communications Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 2	Understand and take full responsibility for a marketing position as a functional leader as well as being a contributing member of a management team in an organisation.	Applied Marketing Metrics Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 3	Provide an assessment of an organisation's internal strengths and capabilities, as well as the external environment opportunities, and link the organisational resources with practical marketing activities in the field when interacting with clients.	Applied Marketing Metrics Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 4	Demonstrate a practical understanding of the national and international economic context within which organisations offer their products and services to clients and institute practical action steps to capitalise on marketing opportunities the environment presents.	Applied Marketing Metrics Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 5	Analyse the wider supply chain environment and identify the prevalence of risks.	Applied Brand Management and Communications Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 6	Produce an action plan for identifying new clients, using appropriate information on the products and services offered by the business and documenting this for communicating the marketing plan to management.	Applied Brand Management and Communications Applied Marketing Project Applied Marketing Leadership
Exit-level outcome 7	Develop appropriate systems and methods for evaluating business progress and for quantifying the personal contribution to organisation-wide targets.	Applied Marketing Metrics Applied Marketing Project Applied Marketing Leadership

Exit-level outcome 8	Illustrate an understanding of the ongoing need for mastering life-long learning strategies in the rapidly changing field of marketing management.	Applied Brand Management and Communications Applied Marketing Project
Exit-level outcome 9	Identify and address ethical frameworks in the field of marketing management and base decisions and actions on appropriate values in keeping with generally accepted and sound principles of ethical behaviour.	Applied Brand Management and Communications Applied Marketing Project Applied Marketing Leadership

Master of Philosophy (MPhil) in Marketing

Programme name	Master of Philosophy in Marketing
Exit-levels	NQF 9
Total Credits	180 credits
Purpose	<p>The research Master's Programme consists of the successful completion of a research dissertation (for which a mark is allocated), the submission of a research article prepared for publication in a recognised scientific journal (for which no mark is allocated) and/or the submission of a conference paper that is prepared for delivery at a recognised science conference (for which no mark is allocated).</p> <p>The IMM Graduate School is in accord with the HEQSF qualification descriptors that master's graduates must be able to deal with complex issues both systematically and creatively, make sound judgements using data and information at their disposal, and communicate their conclusions clearly to specialist and non-specialist audiences, demonstrate self-direction and originality in tackling and solving problems, act autonomously in planning and implementing tasks at a professional or equivalent level, and continue to advance their knowledge, understanding and skills and conduct research independently according to recognised scientific principles and methods. .</p> <p>The core intention of a Master's Programme is therefore to equip students with specialised knowledge through research training and to provide sound training in research methodologies. Candidates are not generally expected to make an original theoretical or fundamental contribution to their field of knowledge, but through the provision of new data or information they should make a definitive contribution to understanding the research problem that has been investigated and to demonstrate proficiency in research methods and the ability to work independently. Master's graduates are expected to exhibit mastery of research methodology and evidence of understanding scholarly processes at work, and manifest this knowledge through the completion of a novel project.</p>
Summative Assessment	Completion of a full dissertation as well as a publishable article or conference paper.

Master of Commerce (MCom) in Supply Chain Management

Programme name	Master of Commerce in Supply Chain Management
Exit-levels	NQF 9
Total Credits	180 credits
Purpose	<p>The research Master's Programme consists of the successful completion of a research dissertation (for which a mark is allocated), the submission of a research article prepared for publication in a recognised scientific journal (for which no mark is allocated) and/or the submission of a conference paper that is prepared for delivery at a recognised science conference (for which no mark is allocated).</p> <p>The IMM Graduate School is in accord with the HEQSF qualification descriptors that master's graduates must be able to deal with complex issues both systematically and creatively, make sound judgements using data and information at their disposal, and communicate their conclusions clearly to specialist and non-specialist audiences, demonstrate self-direction and originality in tackling and solving problems, act autonomously in planning and implementing tasks at a professional or equivalent level, and continue to advance their knowledge, understanding and skills and conduct research independently according to recognised scientific principles and methods. .</p> <p>The core intention of a Master's Programme is therefore to equip students with specialised knowledge through research training and to provide sound training in research methodologies. Candidates are not generally expected to make an original theoretical or fundamental contribution to their field of knowledge, but through the provision of new data or information they should make a definitive contribution to understanding the research problem that has been investigated and to demonstrate proficiency in research methods and the ability to work independently. Master's graduates are expected to exhibit mastery of research methodology and evidence of understanding scholarly processes at work, and manifest this knowledge through the completion of a novel project.</p>
Summative Assessment	Completion of a full dissertation as well as a publishable article or conference paper.

Module Exit-Level Outcomes for Certificate programmes

Module name	Academic Literacy
Code	AL101C
Level	NQF 5
Credits	15
Purpose	To assist students in finding an academic voice which reflects their new knowledge gained from the academic content they are exposed to and the new levels of understanding and insight gained in the different subject fields. To help students achieve the ability to produce an acceptable academic document such as an assignment as well as to master the practical skills to prepare for and effectively participate in assessment to facilitate their own advancement.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <p>Write with academic rigour in producing informed reflection on theory, structuring academic argument with informed opinion and scientific application of the theory in management practice as reflective practitioners and reference this appropriately</p> <p>Appreciate and apply the correct use of academic writing protocols including the use of the Harvard referencing style, the structuring of academic argument, the process of integration of theory into case studies and the frame-working of their knowledge in a structure and format which conforms to accepted academic norms for such</p> <p>Display mastery of processes through integrating theory with case study scenarios for the development of business solutions</p> <p>Present written work using the knowledge, skills, values and attitudes acquired for successful use in academic study, workplace practice, the inculcation of lifelong learning and career growth</p>

Module name	Basics of Export Trade
Code	BET101C
Level	NQF 5
Credits	20
Purpose	<p>The purpose of the module is:</p> <p>To provide for an understanding of what exporting entails and who the major players are in the industry, the cultural issues to be considered in conducting business in foreign markets, and the logistics of exporting.</p>
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <p>Demonstrate an elementary understanding of international trade and export administration Explain the typical methods and procedures involved in export management and marketing Understand what exporting entails and who the major players are in the industry</p> <p>Explain the importance of cultural issues in conducting business in foreign markets Complete an elementary search for export opportunities and be able to apply the findings to marketing and supply chain opportunities/concepts</p> <p>Collect and describe relevant export logistics data/information from a wide range of sources, and examine the information in terms of the functioning of an export and/or logistics company</p> <p>Identify and examine/solve elementary management problems in an export and/or logistics company and supply chain context</p> <p>Discuss the importance of ethical behaviour in the field of export management and base business decisions and actions on appropriate values</p> <p>Describe the logistics of exporting and the different management and administrative skills required Illustrate the mastering of life-long learning skills in the dynamic field of exports and supply chain management, and the broad field of management</p>

Module name	Fundamentals of Business Communication
Code	FBC101C
Level	NQF 5
Credits	20
Purpose	<p>The purpose of the module is:</p> <p>To provide for an understanding and application of the fundamental principles of business communication.</p>

Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Engage in a process to enhance comprehension and create meaning when reading text Apply the fundamentals of business communication techniques in a relevant business situation, by writing business correspondence, instructions, letters, summaries and reports using appropriate formats Demonstrate clear and appropriate communication in a relevant business situation, by developing written and oral communication skills for informal to formal communication and organisation the information effectively Prepare, and communicate with the aid of, an effective presentation
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Module name	Fundamentals of Business Management
Code	FBM101C
Level	NQF 5
Credits	20
Purpose	The purpose is to provide knowledge and an understanding of the basic concepts, tasks, theories and principles of the field of business management and apply these to situations within the organisation
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Understand the general background the field of business management, including the environment in which an enterprise functions Explain the different management tasks that cover the fields of planning, organising, leading, motivation and controlling Discuss the roles of the functional areas of business, namely operations management, logistics management, financial management, human resources management and marketing management

Module name	Fundamentals of Business Numeracy
Code	FBN101C
Level	NQF 5
Credits	20
Purpose	To provide for an understanding and application of the fundamental principles of numeracy.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Show insight into basic business numeracy concepts Undertake and perform the calculations required for basic business numeracy as well as interpret the results within the given context

Module name	Fundamentals of Digital Marketing
Code	FDM101C
Level	NQF 5
Credits	20
Purpose	Understand the principles of digital marketing, online micro- and macro-environments and the fundamentals of digital marketing strategy development using social media.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Identify the fundamentals of digital marketing Describe the micro environment and macro environment of the online marketplace Illustrate the role of the Internet within the Marketing Mix Examine how relationship marketing management can be built using digital platforms Describe and apply Social Media Marketing

Module name	Fundamentals of Export Administration
Code	FEA101C
Level	NQF 5
Credits	20
Purpose	<p>The purpose of the module is:</p> <p>To provide for an understanding of the fundamental principles relating to the physical movement of goods through the various stages of the export sequence.</p>

Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an elementary understanding of export administration and international trade • Explain the typical methods and procedures involved in export marketing • Understand and apply the fundamental principles relating to the physical movement of goods through the various stages of the export sequence • Summarise and communicate export and marketing information for senior management • Identify and examine/solve elementary management problems in an export and/or logistics company and supply chain context • Identify and solve elementary management problems with regard to packing, transportation, and customs procedures • Discuss the importance of ethical behaviour in the field of export management and base business decisions and actions on appropriate values • Illustrate the mastering of life-long learning skills in the dynamic field of exports and supply chain management, and the broad field of management • Conduct elementary searches into the administration of the physical movement of an export consignment from its source to its destination and communicate the findings • Understand Incoterms in international trade transactions
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Module name	Fundamentals of International Trade
Code	FIT101C
Level	NQF 5
Credits	20
Purpose	The purpose of the module is to provide students with a broad but basic perspective of world trade and the principles governing it, with particular reference to South Africa's place in the international trade environment. This will enable them to make better-informed decisions about the development of international business if you pursue a career in this field.
Exit-level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Briefly outline the history of trade • Understand and explain why countries trade with other countries • Differentiate between visible trade and invisible trade • Discuss the characteristics of free market economies and economies in which the government plays a highly interventionist role

Module name	Fundamentals of Marketing
Code	FMAR101C
Level	NQF 5
Credits	20
Purpose	To provide for an understanding and application of the fundamentals of marketing
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Describe the basic concepts and key terms of marketing • Describe the marketing environment • Illustrate the role of consumers in marketing • Describe the important marketing concepts such as target markets, segmentation, product positioning, product life cycle and branding • Describe and apply with practical examples the marketing mix using the 4Ps • Describe and apply with practical examples the extended marketing mix for services • Demonstrate the marketing planning process • Familiarise yourself with and evaluate career opportunities in marketing

Module name	Fundamentals of Operations Management
Code	FOM101C
Level	NQF 5
Credits	20
Purpose	The purpose of the module to instil a basic understanding of the key terms, concepts, facts, general principles, rules and theories related to the operations management and to equip the students with the basic application skills in an operations related field, furthermore to equip the students with a general understanding of the practical relevance and importance of the role that operations play in supply chain.

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Have a fundamental knowledge and understanding of operations management and what it entails • Systematically identify and understand the transformational model • Evaluate and interpret basic information regarding operations management concepts to solve basic and real life challenges • Demonstrate a fundamental knowledge of operations management key concepts
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Module name	Fundamentals of Project Management: An Introduction
Code	FUPM101C
Level	NQF 5
Credits	20
Purpose	The purpose of this module is to provide students with a basic but solid foundation in project management.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the fundamental phases in project management • Manage products in all phases of the product life cycle • Understand the constraints within projects • Know and understand the basic content and techniques of the discipline of project management.

Module name	Fundamentals of Project Management (Was an elective on the HCM - not examined from 2022)
Code	FPM101C
Level	NQF 5
Credits	20
Purpose	This module will enable students to face complex project challenges with confidence, prepare you to deal with common challenges and find creative solutions – all within recognised and accepted processes. This module will assist you to advance your project management skills. Project management is a highly marketable skill in our growing economy – we need more skilled and competent project managers.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand and apply the tools and techniques of project management • Gain competencies and skills associated with good project management practices • Understand the concepts, life-cycle phases and best practice associated with the effective planning and implementation of projects

Module name	Fundamentals of Sales Management (not examined from 2022)
Code	FSM101C
Level	NQF 5
Credits	20
Purpose	To provide for an understanding of what sales management entails, specifically the nature of sales management, the functional areas of sales management and contemporary issues in sales.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the key steps in the selling process that leads to a successful sale, from prospecting for a sale to the follow-up once the sale has been completed • Explain the role and place of personal selling, the impact it has on the economy, and how it ties in with marketing • Understand the importance of communication in the act of selling • Explain the different approaches and sales presentation methods • Understand the importance of effective me management.

Module name	Fundamentals of Supply Chain Management
Code	FSCM101C
Level	NQF 5
Credits	20
Purpose	<p>The purpose of the module is:</p> <p>To provide for an understanding and application of the fundamental principles of supply chain management.</p>

Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an elementary understanding of supply chain management and planning, and its importance, activities, and role players • Communicate the fundamentals with respect to purchasing, suppliers, inbound transport, inventory, warehousing, operations, distribution, outbound transport, customer service, and supply chain performance • Complete an elementary search for export opportunities and be able to apply the findings to supply chain opportunities/concepts • Collect and describe relevant export logistics data/information from a wide range of sources, and examine the information in terms of the functioning of an export and/or logistics company • Identify and examine/solve elementary (management and other) • problems in an export and/or logistics company and supply chain context • Understand the role and importance of ethical behaviour and decision • making in the supply chain environment and field of export management, and base business decisions and actions on appropriate values • Illustrate the mastering of life-long learning skills in the dynamic field of exports and supply chain management, and the broad field of management
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Module name	Fundamentals of Transport and Logistics
Code	FTL101C
Level	NQF 5
Credits	20
Purpose	The purpose of the module is to provide students with a basic knowledge of transport services. This includes the evolution and current state of transport market structures in South Africa and abroad, demand elasticity in the transport sector; forecasting transport demand; scheduling and capacity management; network management; yield management; regulation of transport operations; monitoring and evaluation of the transport operations; and risk management.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Briefly outline the role of transport in the supply chain process • Understand and explain why transport is a valuable component of supply chain • Differentiate between different modes of transport • Discuss the characteristics of logistics

Module name	Project Management: Tools and Documents
Code	PMTD101C
Level	NQF 5
Credits	20
Purpose	By the end of the module students should be able to describe the different tools and documents required to complete a project successfully.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the application of different project management tools and techniques • Demonstrate the ability to complete the various project management documents • Choose and use the models for project management and best practice in the choice of an appropriate project delivery system for specific projects.

Module name	Project Planning: Integration and Constraints
Code	PPIC101C
Level	NQF 5
Credits	20
Purpose	The purpose of this module is to provide students with a basic understanding of the concepts of schedule, cost, quality, procurement and integration as project management body of knowledge areas.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the following project management body of knowledge areas: schedule, cost, quality, procurement and integration. • Explain the purpose of each knowledge area in the baseline plan • Develop a simple to moderately complex project schedule, a cost plan, quality plan, and a procurement schedule • Demonstrate the ability to integrate these elements of project planning • Develop an integrated Project Management plan for a simple to moderately complex project.

Module name	Project Planning: People and Risk
Code	PPPR101C
Level	NQF 5
Credits	20
Purpose	The purpose of this module is to provide students with a basic understanding of the concepts of scope, stakeholders, communication, human resource management, and risk as project management body of knowledge areas.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the following project management body of knowledge: scope, stakeholders, communication, human resource management, and risk • Explain the purpose of each knowledge area in the baseline plan • Develop a communication plan, a stakeholder management plan, a human resource plan, and a risk management plan • Demonstrate the ability to integrate these elements of project planning • Develop an integrated project management plan for a simple to moderately complex project.

Module Exit-Level Outcomes for Diploma programmes

Module name	Academic Literacy (replaced by ASD 2021)
Code	AL
Level	NQF 5
Credits	Non-credit bearing
Purpose	To assist students in finding an academic voice which reflects their new knowledge gained from the academic content they are exposed to and the new levels of understanding and insight gained in the different subject fields. To help students achieve the ability to produce an acceptable academic document such as an assignment as well as to master the practical skills to prepare for and effectively participate in assessment to facilitate their own advancement.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Write with academic rigour in producing informed reflection on theory, structuring academic argument with informed opinion and scientific application of the theory in management practice as reflective practitioners and reference this appropriately • Appreciate and apply the correct use of academic writing protocols including the use of the Harvard referencing style, the structuring of academic argument, the process of integration of theory into case studies and the frame-working of their knowledge in a structure and format which conforms to accepted academic norms for such • Display mastery of processes through integrating theory with case study scenarios for the development of business solutions • Present written work using the knowledge, skills, values and attitudes acquired for successful use in academic study, workplace practice, the inculcation of lifelong learning and career growth

Module name	Academic Skills Development (Micro-module)
Code	ASD
Level	N/A
Credits	Non-credit bearing
Purpose	The emphasis of this micro-module is on academic literacy as an aid to acquiring the knowledge, skills, values and attitudes needed to succeed in your study and later in the workplace and your career. The module is aimed at providing a solid foundation in academic literacy - combining a thorough description of underlying principles with suggested procedures for applying these principles in compiling assignments.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Apply critical reading to academic texts • Apply advanced reading skills • Conduct a literature search • Structure an assignment • Manage writing as organisation of knowledge • Develop an argument • Apply correct referencing skills • Edit and revise academic documents

Module name	Application of Export Administration (teach out end 2023)
Code	AEA201D
Level	NQF 6
Credits	20

Purpose	The purpose of the module is to provide for an understanding of export methods and procedures, transactions, functions, support services, documents, insurance and risks, and Incoterms.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Describe the functions of an export division • Demonstrate an understanding of the benefits from organisations which provide export support services • Explain and apply the typical methods and procedures involved in export management • Show the purpose of and correctly complete and submit export- related documents • Demonstrate an understanding of the fundamentals of marine insurance and effectively apply practical measures to spread risks relating to international trade • Discuss and apply Incoterms in international trade transactions so as to minimise potential risks and losses • Identify and solve management problems in an export and/or logistics company/related to an export project, including cultural differences, foreign exchange and finance etc. • Discuss the responsibilities of leading a team in the export industry as well as understanding the accountability to senior management in an organisation • Explain the importance of the mastering of life-long learning skills in • the broad field of management and the supporting of the learning needs of team members

Module name	Application of Finance and Payments (teach out end 2023)
Code	AFP201D
Level	NQF6
Credits	20
Purpose	The purpose of the module is to provide for an understanding of international trade and exports and in that context, finance and payments, including understanding financial reports, basic financial techniques, total cost of an export consignment and accurate quotes, foreign exchange risks, and export finance.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of finance and payments • Demonstrate an intermediate understanding of the fundamental principles of costing and finance in export • Calculate the total cost of an export consignment to ensure correct quotes • Discuss the most suitable method of payment • Discuss the importance of short term export credit insurance and the procedures involved • Discuss the benefits of government and private sector export assistance programmes • Identify and discuss management problems in an export and/or logistics company/related to an export project, foreign exchange and finance etc.

Module name	Application of Business Management
Code	ABM202D
Level	NQF 6
Credits	20
Purpose	The purpose is to develop an understanding of what management entails.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Use information of the concepts, theories and principles of business management and apply to practical problems • Grasp the meaning of, and apply the processes of effective strategic planning, goal setting, organising, leadership and control • Assess the value of the systems approach to managing change and how to manage diversity and change within an organisational culture • Compare and distinguish between the types of managerial decisions and power/authority concept

Module name	Application of Digital & Mobile Marketing
Code	ADMM201D
Level	NQF 6
Credits	20
Purpose	Understand the practice of digital and mobile marketing, delivering communications using digital media and mobile media.

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Describe the digital marketing fundamentals Explain digital marketing: implementation and practice Explain mobile marketing: implementation and practice Analyse and identify the power of digital and mobile marketing as an ‘always on and always connected’ communication channel
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Module name	Application of Financial Management
Code	AFM202D
Level	NQF 6
Credits	20
Purpose	To equip the student with the knowledge to manipulate and interpret financial records for the benefit of the business. From a marketing perspective it is important to understand how the activities pursued will be affected by the finance function, such as the firm’s cash and credit management policies, ethical behaviours, role of financial markets in raising capital as well as other financial issues.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Understand the role of financial managers Analyse financial statements Analyse expenditure and income of a business successfully Understand the time value of money Carry out short-term financial decisions

Module name	Application of Marketing
Code	AM202D
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to have a clear understanding of how all the elements of a marketing mix should be applied to an organisation’s product / service offering. In order to do this, the module’s further purpose is to ensure the student understand the role of the customer, the industry and the elements involved in market segmentation, target market selection and positioning play in the ultimate development of the marketing mix for the specific offering.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Describe the influences of customer behaviour on the marketing mix Describe marketing dynamics in organisations, marketing and the value creation process; Identify trends in the market- and marketing environment and how they affect marketing planning Apply and adapt the marketing mix Segment the market, select a target audience and recommend a positioning statement for a product / service.

Module name	Sales Management
Code	SAM201D
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to introduce the principles of sales management theories and methodologies. Learners will be able to demonstrate how sales management integrates with management and organisational theories which will ensure they understand the context of sales management within business settings.
Module outcomes	<p>By the end of the module, students should be able to do the following:</p> <ul style="list-style-type: none"> Implement and manage advanced sales management and related marketing concepts Analyse, interpret and evaluate processes that are necessary for the implementation of sales management Successfully recruit and manage the sales team to reach targets and company objectives Understand the key principles in motivating and training a sales team to reach targets and company objectives. Identify and solve problems, make appropriate decisions supported by sound theoretical knowledge, apply critical and creative thinking when dealing with issues relating to sales management

Module name	Business Law (Teach Out end 2024-S1)
Code	BL201D
Level	NQF 5
Credits	20
Purpose	The purpose is to provide students with an overview of the legal position in South Africa and understand the impact of the law on their business and marketing activities.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Describe the legal system in South Africa • Discuss the types of contracts concluded in the business world • Explain and understand the laws of contract, sale, lease, credit agreements, insolvency, negotiable instruments, and suretyship • Discuss intellectual property and competition law, especially trademarks, copyright , and patents • Discuss the formation and operation of these contracts • Discuss partnership contracts • Discuss the concepts of labour law • Discuss the legal concept of agency • Explain the law regarding business names • Explain the legal position on consumer credit, consumer protection measures and laws. • Explain the law relating to electronic commerce with specific reference to marketing and consumer protection. • Discuss the legal concept of insurance

Module name	Business Management Strategy (teach out end 2023)
Code	BMS303D
Level	NQF 7
Credits	20
Purpose	The purpose is to enable students to take a strategic view of an organisation, and align the strategies with the objectives
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the role of strategic management • Analyse the external environment • Formulate a strategy based on objectives • Understand how to implement a strategy

Module Name	Entrepreneurship
Code	ENT301D
Level	NQF 7
Credits	20
Purpose	To provide learners with the tools required to successfully start and manage a small business.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Start and manage a small business, franchise or buy-out • Use information to Entrepreneurship draft the Business Plan • Understanding a Firm’s Financial Statements • Master the value of Customer Relationship building • Understand product development, supply chain management, pricing and credit decisions and promotional planning within a small business environment • Understand how to manage Human Resources, Operations, Assets and risk within a small business

Module Name	Export Management (each out end 2023)
Code	EM201D
Level	NQF 6
Credits	20
Purpose	The purpose of the module is to provide for an understanding of opportunities and threats in the business environments of foreign markets and appropriate actions (aligned with correct identification, determination, planning, coordinating, and implementing). To provide for an understanding of the functions, staff and budgets of an international division, and an export strategy to meet the company's overall business objectives
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of export management • Demonstrate an understanding of the fact that the business environments in which an export company operates differ from country to country • Discuss the concept of globalisation and why it is important to have a global vision • Describe why clusters and networks are important, especially for small and medium-sized companies operating internationally • Demonstrate an understanding of the additional dimension that exporting brings to the function of management • Explain the importance of managing money in an export environment • Describe and be able to apply the principles of international business planning • Demonstrate an understanding of the functions and structural possibilities of the export division • Identify opportunities and threats in the business environments of foreign markets and determine and implement appropriate actions • Discuss the structuring and effective management • Discuss the planning, coordinating and implementing of an export strategy to meet the company's overall business objectives

Module name	Export Trade Strategy (teach out end 2023)
Code	ETS301D
Level	NQF 7
Credits	20
Purpose	The purpose of the module is to provide for an understanding of export management and strategic international trade issues.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of export management, international marketing, economics, financial management, international trade law, finance and payments, business communication and management principles in general • Discuss export management and strategic international trade issues as they affect companies • Conduct a search for export opportunities and be able to link the findings to an export strategy • Complete and communicate export plans, cognisant of marketing, to senior management • Access and evaluate relevant export information from a wide range of sources, and integrate the information in terms of an export strategy, cognisant of marketing, designed for a specific company • Identify and solve management problems in an export and/or logistics company/related to an export project, including cultural differences, foreign exchange and finance etc. • Apply knowledge of export management and strategic international trade issues in a 'real life' situation • Complete and communicate a report on the 'real life' situation • Discuss the analytical, interpretive and problem-solving skills required in an international trade environment • Show an understanding of the responsibilities, ethics and skills required for the 'real life' situation related to the international trade environment • Explain the importance of the mastering of life-long learning skills in the broad field of management and the supporting of the learning needs of team members

Module name	Finance and Payments Strategy (teach out end 2023)
Code	FPS302D
Level	NQF7
Credits	20
Purpose	The purpose of the module is to provide for an understanding of the foreign exchange market, foreign exchange rates, cross and forward rates, and how to use these in preparing export quotations and contracts. To provide for an understanding in assessing and managing risks in foreign exchange in international transactions, and sources and methods of financing.

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of international trade, export management, financial management, and finance and payments • Understand the foreign exchange market, foreign exchange rates, cross and forward rates • Use these rates in preparing export quotations • Assess and manage foreign exchange risks in international transactions in a competent manner • Identify and solve management problems in an export and/or logistics company/related to an export project, including foreign exchange and finance etc.
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Module name	Human Resource Management
Code	HRM301D
Level	NQF 7
Credits	20
Purpose	Understand the general background to the field of human resources management, including the environment in which an enterprise functions
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Have a clear general introduction to human resources management • Interpret sound Human Resources practices for application in the legislative environment • Use theoretical frameworks in the practice of staffing the organisation and maintaining people • Solve problems using knowledge of the behavioural aspects of human resource management • Master subject matter related to the management of employees, groups and empowerment processes • Solve problems using acquired skills in the practice of strategic and international human resources management

Module name	International Economics (teach out end 2023)
Code	IE301D
Level	NQF 6
Credits	20
Purpose	The purpose of the module is to provide for an understanding of economic concepts, systems, organisations related to international markets, national growth and development, and local impacts, for example as a background to conducting research for export opportunities and producing export plans.
Exit-level outcomes	<p>By the end of this module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of export management, and international trade and economics • Explain the concepts of international economics and use the basic macroeconomic tools to analyse the impact of international and local disturbances to macroeconomic equilibrium • Discuss the various classical and modern theories of international trade and their impact on current trade policies and agreements • Discuss and analyse disturbances in Balance of Payments and Exchange Rate equilibria and measures that can be taken to re-establish equilibrium • Discuss the role of the International Monetary Fund, the World Bank, the World Trade Organisation and other regional development banks • Discuss and analyse the impact of international and local politics on the South African economy • Distinguish between economic growth and economic development and discuss various theories and factors that influence these

Module name	International Trade (teach out end 2023)
Code	IT101D
Level	NQF 5
Credits	20
Purpose	The purpose of the module is to provide for an understanding of international trade and the impact internationally, regionally, nationally and locally with specific reference to the role of government, trade restrictions, trading blocks, trade and development bodies, and export development and policy.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of export management and administration • Describe the role and importance of international trade to the world economy and to southern Africa • Describe the framework for international trade within which South African businesses operate • Examine South Africa's foreign trade patterns and foreign trade partners • Demonstrate an understanding of the roles of the government and the private sector in South Africa in promoting South Africa's exports • Identify South Africa's foreign trade strengths and weaknesses • Show an understanding of the code of ethical behaviour in the field of export management and base business decisions and actions on appropriate values

Module name	International Trade Law 1 (teach out end 2023)
Code	ITL201D
Level	NQF 6
Credits	20
Purpose	The purpose of the module is to provide for an intermediate understanding of export management from the perspective of international trade law and to explain and apply methods and procedures related to the international sale of goods, payments in international trade, and settlement of international trade disputes.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of international trade law and the important legal principles relevant to international commercial transactions • Discuss key principles of South African law (statutory and common law) concerning contracts, specifically the contract of sale and related contracts • Explain and apply the methods of payment concerning international trade • Demonstrate an intermediate understanding and be able to apply, in an elementary manner, principles and procedures of dispute resolution procedures to be followed in international trade disputes

Module name	International Trade Law 2 (teach out end 2023)
Code	ITL301D
Level	NQF
Credits	20
Purpose	The purpose of the module is to provide for an understanding of areas of law affecting international trade, and the specific application in South African and for South African entities.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate an intermediate understanding of international trade law and the areas of law covering conflict of laws, how foreign judgements are enforced in South Africa, and various international trade regulations • Explain the legal nature of bills of exchange, promissory notes and letters of credit, and determine the nature of the relationship between an agent, principal and third party • Demonstrate an understanding of the various types of international trade regulations and their respective implications specifically the Customs and Excise Act • Determine and explain what is entailed in carriage of goods by sea in general

Module name	Marketing Communications
Code	MC201D
Level	NQF 6
Credits	20
Purpose	To assist you in understanding the environment of Marketing Communications, to help you in the planning and execution of your marketing communication strategy.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Describe the practice of Marketing Communications (MC), taking into consideration the buyers / users of products and services. • Explain how to apply the elements of the Marketing Communications planning process • Describe advertising management • Describe the creation of advertising messages • Contrast the various media choices available • Select the most appropriate advertising effectiveness measurement tool to use for a specific campaign

Module name	Marketing Project
Code	MP301D
Level	NQF 7
Credits	40
Purpose	<p>This module aims to create an opportunity for students to practically apply their learning to workplace scenarios contained in case studies, scenarios and in practical and workplace settings.</p> <p>Draw on the models, theories and concepts taught during the 3-year study period on the Programme for practical application.</p> <p>Practically integrate the full range of theory to practice-based situations which may contain significant parallels to workplace realities in an effort to mirror the 'real world' marketing executives are expected to deal within a constantly changing business environment.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Actively think and act on workplace situations and demands using the skill of selecting appropriate theoretical frameworks and models, adapting these according to the situation and then drawing on the pertinent application touchpoints for finding management solutions to workplace challenges • Analyse workplace challenges using ordered cognitive processes founded on scientific principles • Practice the management skill of planned, active reflection to evaluate challenge resolution activities

Module name	Marketing Research
Code	MR201D
Level	NQF 6
Credits	20
Purpose	Understand the fundamental theory and concepts of marketing research and be able to conduct a limited marketing research project.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Have a clear understanding of the perspectives of marketing research • Have an overview of the marketing research process • Describe the problem definition and develop research objectives • Use methods, concepts and theories about research in the process of collecting secondary data and primary data • Draft a research plan • Use information to draft a research proposal and be able to decide whether or not a research project should be implemented

Module name	Principles of Business Communication
Code	PBC101D
Level	NQF 5
Credits	20
Purpose	The module is aimed at introducing and entrenching the process around the conceptualisation, planning, crafting and eventual delivery of communication messages internally as well as to clients outside the organisation.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Identify the basics of the theory of communication • Discuss group and team communication • Improve writing style with more awareness of the demands of grammar and form • Recognise the different media knowing which approach is going to work best and what the generic demands of individual media are. • Identify the challenges of oral presentations and how to prepare to face these with a good level of skill • Understand the role communication and messages in general play in the world of employment

Module name	Principles of Business Management
Code	PBM101D
Level	NQF 5
Credits	20
Purpose	To provide knowledge and an understanding of the basic concepts, tasks, theories and principles of the field of business management and apply these to situations within the organisation.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the general background to the field of business management, including the environment in which an enterprise functions • Have a fundamental knowledge of the different management tasks that cover the fields of planning, organising, leading, motivation and controlling • Have an understanding of the roles of the functional areas of business, namely operations management, logistics management, financial management, human resources management and marketing management • Understand the role of entrepreneurship • Construct a basic business plan

Module name	Principles of Digital Marketing
Code	PDM101D
Level	NQF 5
Credits	20
Purpose	Understand the principles of digital marketing, online micro- and macro- environments and the fundamentals of digital marketing strategy development using social media.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Identify the fundamentals of digital marketing • Describe the micro environment and macro environment of the online marketplace • Explain the Internet and the Marketing Mix • Demonstrate how relationship marketing management can be built using digital platforms • Describe Social Media Marketing

Module name	Principles of Export Administration (teach out end 2023)
Code	PEA101D
Level	NQF 5
Credits	20
Purpose	The purpose of the module is to provide for an understanding and application of the principles, processes and decisions relating to the physical movement of different types of cargo through the various stages of the export sequence
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Describe the fundamental principles relating to the physical movement of goods through the various modes in and stages of the export sequence Describe the typical methods and procedures involved in export management Administer the efficient physical movement of an export consignment from its source to its destination, taking into account packing and transportation methods, and customs procedures Demonstrate an understanding of procedures and Incoterms in international trade transactions and how to minimise potential risks and losses Identify and discuss management problems in an export and/or logistics company/related to an export project, including cultural differences, foreign exchange, finance, etc. Discuss the responsibilities of leading a team in the export industry as well as understanding the accountability to senior management in an organisation Explain the importance of the mastering of life-long learning skills in the broad field of management and the supporting of the learning needs of team members

Module name	Principles of Financial Management
Code	PFM101D
Level	NQF 5
Credits	20
Purpose	The module will furnish the student with the ability to offer a competitive proposition in any business or entrepreneurial venture, and gain the ability to measure and communicate decisions regarding marketing and business related activities. It allows the student to learn how to maintain a correct record of financial transactions in a business.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Develop financial literacy on a theoretical and practical level by explaining accounting concepts and terminology Understand the difference between management accounting and financial accounting Record business transactions in the books of first entry and posting and extraction of trial balances Produce and maintain financial records for a business including adjustments Classification of costs in relation to products or period Determine the selling price of merchandise Understand stock evaluation methods and marginal costing Produce cash budgets

Module name	Principles of Marketing
Code	PMAR101D
Level	NQF 5
Credits	20
Purpose	This module provides a well-structured, solid foundation that addresses the basic principles of marketing which will provide the students with a good understanding of the essentials of marketing.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> Identify the basic principles of the marketing function and what it entails Describe the basic concept of the marketing environment. Discuss the impact of competitors in the market Describe the components of the marketing mix Identify and discuss the different types of markets and the consumers in these markets and how these consumers behave Apply the principles of target markets, segmentation and positioning Explain how to structure the marketing mix to ensure success

Module name	Principles of Project Management
Code	PPM101D
Level	NQF 5
Credits	20

Purpose	To provide a solid foundation of the tools and techniques of project management giving a thorough description of underlying principles, and suggest procedures for applying these principles in the export management environment.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Manage products and processes in all the phases of their product life cycle • Develop product and process strategies • Understand the foundations and practice of product and process management

Module name	Strategic Marketing
Code	SM303D
Level	NQF 7
Credits	20
Purpose	To design a customer-driven marketing plan
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Conduct strategic analyses that should include external market analysis, industry analyses, customer analyses, competitor analyses and an internal analysis. • Develop a customer driven marketing strategy: • Produce a strategic marketing action plan that should include the development of a Marketing Mix Strategy that should include control measurements / marketing metrics • To include realistic financial budget for all marketing action plan elements. • Evaluate the success of the proposed marketing plan.

Module name	Work Integrated Learning (replaced by Marketing Project in 2020)
Code	WIL301D
Level	NQF 7
Credits	40
Purpose	This module aims to create an opportunity for students to practically apply their learning to workplace scenarios contained in case studies, scenarios and in practical and workplace settings. Draw on the models, theories and concepts taught during the 3-year study period on the Programme for practical application. Practically integrate the full range of theory to practice based situations which may contain significant parallels to workplace realities in an effort to mirror the 'real world' marketing executives are expected to deal within a constantly changing business environment.
Exit-Level Outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Actively think and act on workplace situations and demands using the skill of selecting appropriate theoretical frameworks and models, adapting these according to the situation and then drawing on the pertinent application touchpoints for finding management solutions to workplace challenges • Analyse workplace challenges using ordered cognitive processes founded on scientific principles • Practice the management skill of planned, active reflection to evaluate challenge resolution activities

Module Exit-Level Outcomes for Degree programmes

Module name	Academic Literacy (replaced by ASD 2021)
Code	AL
Level	NQF 5
Credits	Non-credit bearing
Purpose	To assist students in finding an academic voice which reflects their new knowledge gained from the academic content they are exposed to and the new levels of understanding and insight gained in the different subject fields. To help students achieve the ability to produce an acceptable academic document such as an assignment as well as to master the practical skills to prepare for and effectively participate in assessment to facilitate their own advancement.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none">• Write with academic rigour in producing informed reflection on theory, structuring academic argument with informed opinion and scientific application of the theory in management practice as reflective practitioners and reference this appropriately• Appreciate and apply the correct use of academic writing protocols including the use of the Harvard referencing style, the structuring of academic argument, the process of integration of theory into case studies and the frame-working of their knowledge in a structure and format which conforms to accepted academic norms for such• Display mastery of processes through integrating theory with case study scenarios for the development of business solutions• Present written work using the knowledge, skills, values and attitudes acquired for successful use in academic study, workplace practice, the inculcation of lifelong learning and career growth

Module name	Academic Skills Development (Micro-module)
Code	ASD
Level	N/A
Credits	Non-credit bearing
Purpose	The emphasis of this micro-module is on academic literacy as an aid to acquiring the knowledge, skills, values and attitudes needed to succeed in your study and later in the workplace and your career. The module is aimed at providing a solid foundation in academic literacy - combining a thorough description of underlying principles with suggested procedures for applying these principles in compiling assignments.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none">• Apply critical reading to academic texts• Apply advanced reading skills• Conduct a literature search• Structure an assignment• Manage writing as organisation of knowledge• Develop an argument• Apply correct referencing skills• Edit and revise academic documents

Module name	Brand Management
Code	BM201B
Level	NQF 6
Credits	20
Purpose	To understand why brands are important and what they represent to consumers and how brands should be managed. To ultimately understand brand equity and understand how marketing programmes should be designed and implemented to build, measure and manage brand equity.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none">• Identify and describe branding fundamentals• Interpret and discuss different branding strategies• Design and implement brand marketing programmes• Analyse and explain sources of brand equity• Discover various strategies to grow and sustain brand equity• Conclude what makes a strong brand, today and in the future

Module name	Business Communication
Code	BC101B
Level	NQF 5
Credits	20
Purpose	The module is aimed at introducing and entrenching the process around the conceptualisation, planning, crafting and eventual delivery of communication messages internally as well as to clients outside the organisation.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand of the mechanics underpinning the theory of communication • Understand of the role and inherent challenges of communicating in a group or team • Improve writing style with more awareness of the demands of grammar and form • Show the ability to write for the different media knowing which approach is going to work best and what the generic demands of individual media are • Identify the challenges of oral presentations and how to prepare to face these with a good level of skill • Understand the role communication and messages in general play in the world of employment, not only in finding employment but also in ensuring ongoing employment and a continuous improvement of workplace competence

Module Name	Business Management and Administration 1 (replaced by Business Management 1 in 2021)
Code	BMA101B
Level	NQF 5
Credits	20
Purpose	The purpose of this module is to give the business student a wide-ranging understanding of the management functions, the interrelationships between and among the different functional areas as well as the influence of the external environment on the business. Furthermore, students will be introduced to the fundamentals of systems and information systems.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Explain the philosophy of business and its challenges. • Evaluate the impact of the business environments on business and management. • Identify and explain management tasks, namely planning, organising, leading, motivating and controlling and how they relate to organisational success. • Demonstrate knowledge and understanding of various business functions and how they contribute to organisational success

Module Name	Business Management and Administration 2 (replaced by Business Management 2 in 2021)
Code	BMA202B
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to kit students with the essential proficiencies (knowledge, skills, and values) so that they can perform the necessary management roles and tasks as a manager at all levels of management. Students will furthermore be equipped to apply the processes intrinsic to the functions of purchasing, logistics, operations, marketing, information technology, and supply chain management.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Use information of the concepts, theories, and principles of business management and apply to practical problems • Grasp the meaning of, and apply the processes of effective strategic planning, goal setting, organising, leadership and control • Assess the value of the systems approach to managing change and how to manage diversity and change within an organisational culture • Compare and distinguish between managerial decision-making and creative problem solving and power/authority concept • Expound issues that affect the fluctuating internal and external business environment of contemporary organisations as well as the managerial challenges associated with these changes

Module Name	Business Management and Administration 3 (replaced by Business Management 3 in 2021)
Code	BMA303B
Level	NQF 7
Credits	20
Purpose	The purpose of this module is to imbue and equip students to critically evaluate the choices in implementing strategy, and think strategically when making recommendations on strategy implementation in practical situations. Students will also be able to identify and critique strategic control measures.

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the role of strategic management in contemporary organisations. • Identify the components of the external environment. • Draw conclusions from the information given and formulate a strategy based on objectives. • Have an advanced understanding of how to implement a strategy. • Compare different contemporary strategic management applications
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Module name	Business Management 1
Code	BM101B
Level	NQF 5
Credits	20
Purpose	The purpose is to provide knowledge and an understanding of the basic concepts, tasks, theories and principles of the field of business management and apply these to situations within the organisation.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the general background the field of business management, including the environment in which an enterprise functions • Have a fundamental knowledge of the different management tasks that cover the fields of planning, organising, leading, motivation and controlling • Have an understanding of the roles of the functional areas of business, namely operations management, logistics management, financial management, human resources management and marketing management • Understand the role of entrepreneurship • Construct a basic business plan

Module name	Business Management 2
Code	BM202B
Level	NQF 6
Credits	20
Purpose	The purpose is to develop an understanding of what business management entails, specifically the nature of management, the functional areas of management and contemporary issues in management.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Use information of the concepts, theories and principles of business management and apply to practical problems • Grasp the meaning of, and apply the processes of effective strategic planning, goal setting, organising, leadership and control • Assess the value of the systems approach to managing change and how to manage diversity and change within an organisational culture • Compare and distinguish between the types of managerial decisions and power/authority concept

Module name	Business Management 3
Code	BM303B
Level	NQF 7
Credits	20
Purpose	The purpose is to enable students to take a strategic view of an organisation, and align the strategies with the objectives.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the role of strategic management • Identify the components of the external environment • Draw conclusions from information given and formulate a strategy based on objectives • Have an advanced understanding of how to implement a strategy • Compare different contemporary strategic management applications

Module name	Business Project
Code	BP304B
Level	NQF 7
Credits	20
Purpose	The purpose is to gain experience in writing a business plan
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Develop a business plan including a marketing plan, together with budgets, actions and an implementation schedule • Explore the practical application of both business management and marketing in an organisation

Module name	Business Research Project / Marketing Research Project 302
Code	BRP302B / MRP302B
Level	NQF 7
Credits	20
Purpose	The purpose is to give students an insight into the types of functions a marketing research individual will be exposed to in a working environment.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Evaluate a request or situation for information to establish whether there is a need for conducting market research or not • Write a market research brief by identifying and unpacking the research problem and translating it into research objectives • Evaluate the contents of a research proposal according to the requirements in the research brief • Evaluate the sampling sizes and techniques ensuring that it is truly representative of the target market and will provide valid and reliable data for decision making • Use methods, concepts and theories to design a questionnaire according to principles of good questionnaire design but still ensuring that all the objectives in the proposal will be covered • Able to interpret the findings of the research (what the data or target market feedback is telling us). Being able to tell the story without burying the audience in figures and complicated statistics but still ensuring that they are able to make informed decisions based on the findings of the research

Module name	Business Research Theory / Marketing Research Theory /Research Theory
Code	BRT201B / MRT201B /RT201B
Level	NQF 6
Credits	20
Purpose	To provide marketing students with a thorough introduction to the practice of market and social research.
Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Select, apply and evaluate typical methods and procedure to assist in making informed marketing decisions and thus assist in solving marketing problems in various types of organisations. In order to achieve these outcomes the successful candidate need to be able to: <ul style="list-style-type: none"> ○ Apply the principles of marketing research ○ Write a research brief ○ Recognise and evaluate secondary research ○ Differentiate between qualitative and quantitative research methods ○ Demonstrate knowledge and understanding of sampling theory and practice ○ Use appropriate information to apply the principles of questionnaire design ○ Write a research proposal ○ Review and communicate the findings

Module name	Business Statistics
Code	BS101B
Level	NQF 5
Credits	20
Purpose	The task of statistical analysis is to help generate accurate information for major decision makers in the world of business. The required information is often used to design a marketing strategy, and for this reason the collected information will assist in identifying marketing opportunities and threats, formulating marketing plans and actions, and evaluating and improving overall marketing performance.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Apply statistical methods in providing marketing, business and supply chain solutions • Recognise applications of statistical methods used in marketing research • Apply inferential statistical methods in solving marketing, business and supply chain problems • Understand the terms and concepts used in forecasting and related topics

Module name	Business-to-Business Marketing
Code	BBM001B (Elective)
Level	NQF 7
Credits	20

Purpose	The ultimate objective of this programme is to equip students to analyse situations and develop workable business-to-business strategies. The successful candidate needs to be able to solve marketing problems in various types of organisations with specific focus to the business-to-business environment and would have mastered an advanced knowledge of marketing principles and basic application skills in the business-to-business marketing related field.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> Identify and describe the specialised nature of business-to-business marketing Describe the nature of business-to-business markets Develop effective B2B strategies Differentiate between business marketing and consumer marketing Examine how to apply the general principles of marketing to business-to-business marketing and industrial marketing

Module name	Digital Marketing Applications/ Digital Marketing Application
Code	DM001B (Elective module) / DMA201B (Compulsory module)
Level	NQF 7
Credits	20
Purpose	Understand the practice of digital marketing, delivering communications using digital media channels and know how to evaluate and improve digital channel performance.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> Describe the digital marketing fundamentals Develop a digital marketing strategy Demonstrate how digital marketing should be implemented in the marketing plan or strategy

Module name	Economic Principles
Code	ECOP101B
Level	NQF 5
Credits	20
Purpose	Economics encompasses a number of theories and principles, from both a Microeconomic and Macroeconomic context, with which a student should become familiar in order to apply them in everyday life. Students should become acquainted with the broad context of economics in order to understand how it applies not only to the business world but also to everyday life. In a business sense it is important to understand how economics applies to management, marketing and business communication found in other modules.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> Understand and apply the fundamental principles of economics Identify and understand Micro and Macroeconomic concepts

Module name	Financial Management 1
Code	FM101B
Level	NQF 5
Credits	20
Purpose	The module will furnish the student with the ability to offer a competitive proposition in any business or entrepreneurial venture, and gain the ability to measure and communicate decisions regarding marketing and business related activities. Marketers may be assumed to be suppressed from time to time and excluded from certain 'boardroom conversations' as they may be assumed to not be able to communicate in 'the language of business' which involves finance. The financial management set of modules have been specifically designed to teach students how to accurately measure the possible short and long term shareholder value effects of both operational and strategic marketing decisions.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> Develop financial literacy on a theoretical and practical level by: Explaining accounting concepts and terminology; Determining the selling price of merchandise Classifying costs into various categories Demonstrating knowledge of concepts related to materials management Demonstrating knowledge of concepts related to labour, overheads and job costing Demonstrating an understanding of budgets and budgetary control

Module name	Financial Management 2
Code	FM202B
Level	NQF 6
Credits	20
Purpose	Financial Management means planning, organising, directing and controlling the financial activities such as procurement and utilisation of funds of the firm. It means applying general management principles to financial resources of the firm. From a marketing perspective it is important to understand how the activities pursued will be affected by the finance function, such as the firm's cash and credit management policies, ethical behaviours, role of financial markets in raising capital as well as other financial issues.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Develop basic financial insight on a theoretical and practical level • Analyse expenditure and income of a business successfully • Prepare an income statement and balance sheet • Apply the knowledge acquired in solving problems in the business

Module name	Financial Management 3
Code	FM303B
Level	NQF 7
Credits	20
Purpose	Financial Management 3 expands on financial concepts and calculations already learnt and introduces specific scenarios which will allow for the application of new skills to industry relevant financial situations. It sharpens competitiveness in understanding marketing specified costing and budgeting techniques as well as calculations relating to specified marketing projects.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Develop financial literacy on a theoretical and practical level • Analyse expenditure and income of a business successfully • Understand the importance of long and short term financial planning

Module name	Global Marketing (not examined from 2022)
Code	GM301B
Level	NQF 7
Credits	20
Purpose	As global economic growth occurs, understanding marketing in all cultures is increasingly important. This module addressed global issues and describes concepts relevant to all international marketers.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Describe the scope of global marketing, including the orientations to global marketing and why Africa is such a unique market within the emerging markets in the world. • Analyse the external environment of the international company, including analysing the macro environment and cultural issues. • Assess opportunities in the international market and be able to discuss and develop international marketing strategies. • Demonstrate the most appropriate marketing concepts and strategies available for the marketing mix elements. • Discuss ethics and corporate social responsibility in international marketing

Module name	Integrated Marketing Communications
Code	IMC201B
Level	NQF 6
Credits	20
Purpose	To help students understand the importance of integrated marketing communication and how they are produced and transmitted. To help students in the planning of an integrated marketing communication strategy with reference to the decisions that need to be made, the advertising message and media choices that could be used in the execution of the integrated marketing communications strategy.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Describe the practice and environment of Integrated Marketing Communications (IMC) • Describe how the understanding of how buyers make purchase decisions can assist marketers in achieving their marketing goals. • Demonstrate their ability to apply the elements of the IMC planning process. • Demonstrate how the advertising campaign management process works • Describe how advertising messages are created • Compare the various media choices available • Analyse the ethical requirements of an IMC campaign • Evaluate the effectiveness of an advertising message / campaign

Module Name	International Economics
Code	IECO301B
Level	NQF 7
Credits	20
Purpose	The purpose of the module is: To provide for an understanding of economic concepts, systems, organisations related to international markets, national growth and development, and local impacts, for example as a background to conducting research for export opportunities and producing export plans.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Understand the importance and structure of a country's balance of payments in evaluating market potential • Describe the workings of foreign exchange markets and the influences on the international exchange rate of a country's currency • Explain the international monetary system as it is today and how it has evolved • Discuss the role of the International Monetary Fund and the World Bank Group • Explain the relationship between economic growth and economic development, and the role of export-led growth

Module Name	International Supply Chain Management 3 (replaced by Supply Chain Management 3 in 2022)
Code	ISCM303B
Level	NQF 7
Credits	20
Purpose	The purpose of this module is to prepare students for the strategic application of supply chain management in different organisations and conditions, bearing in mind the need for planning, processes, and controls. This module provides an overview of the fundamental concepts of strategic supply chain management and related concepts.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Discuss the purchasing function and the task of purchasing and supply management • Discuss the purchasing process and purchasing and supply strategies • Explain the assessment and selection of suppliers • Explain sustainable purchasing and supply management • Understand the management of quality in purchasing and supply • Describe purchasing price determination and cost analysis • Discuss quality and inventory management • Discuss purchasing capital equipment and purchasing services

Module Name	International Supply Chain Project
Code	ISCP304B
Level	NQF 7
Credits	20
Purpose	The purpose is to gain experience in conducting and reporting on desk research in the international supply chain context.
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Evaluate a supply chain situation that needs research • Write a research brief by identifying and unpacking the research situation/problem and translating it into research objectives • Consider the contents of a research proposal according to the requirements in the research brief • Consider appropriate sampling sizes and techniques to ensure that it is representative of the target market and will provide valid and reliable data for decision making • Evaluate and approve a questionnaire according to principles of sound questionnaire design ensuring that all the objectives in the proposal are covered • Interpret the research findings (i.e. what the data or target market feedback is telling one) • Report the findings without complicated statistics, draw conclusions and make recommendations, • ensuring that the target audience would be able to make informed decisions based on the research results

Module name	Marketing 1
Code	MAR101B
Level	NQF 5
Credits	20

Purpose	To instil an informed understanding of the key terms, concepts, facts, general principles, rules and theories related to the marketing field and to equip the students with the basic application skills in marketing related field and to equip the students with a general understanding of the practical relevance and importance of the role that marketing plays in business. Ultimately this module will provide students with the necessary foundation of marketing practice.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Have a fundamental knowledge and understanding of the marketing function and what it entails • Interpret the impact of competitors in the market that could influence the implementation of the marketing plans and marketing mix. • Use the components of the marketing mix by applying to practical scenarios • Identify the different types of markets and understand how the customers in these markets behave • Identify and select the most appropriate target audience taking into account the principles of target markets and segmentation • Modify existing positioning statements of a product / service offering based on the information obtained from the marketing mix and the selected target audience

Module name	Marketing 2
Code	MAR202B
Level	NQF 6
Credits	20
Purpose	To instil a clear understanding on how to solve practical marketing problems in various types of organisations, such as retail-driven, service-related, business-to-business, government related and NPO's and in specific to learn how to apply the marketing mix in the various types of organisations.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Interpret marketing dynamics in organisations, marketing and the value creation process; • Identify and interpret trends in the marketing environment and how they affect marketing planning • Critically analyse consumer markets and other types of markets; • Discover the most appropriate market segmentation and target market selection for any given marketing situation; • Recommend the most appropriate positioning for a product / service offering • Apply all elements of the marketing mix

Module name	Marketing 3
Code	MAR303B
Level	NQF 7
Credits	20
Purpose	Strategic application of marketing in different organisations and conditions to develop a sustainable competitive advantage.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Conduct critical analyses of the strategic marketing environment that should include external market issues and trends, industry issues and trends, customer issues and trends, competitor issues and trends and internal issues and trends. • Create sustainable competitive advantages through the identification and development of marketing opportunities • Assess the competitive sustainability of existing marketing plans • Develop a marketing strategy • Produce a strategic marketing action plan that should include control measurements / marketing metric and realistic financial budget for all marketing action plan elements • Evaluate the success of the proposed marketing plan

Module name	Marketing Research Project / Business Research Project
Code	MRP302B / BRP302B / RT201B
Level	NQF 7
Credits	20
Purpose	The purpose is to give students an insight into the types of functions a marketing research individual will be exposed to in a working environment.

Exit-Level Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Evaluate a request or situation for information to establish whether there is a need for conducting market research or not • Write a market research brief by identifying and unpacking the research problem and translating it into research objectives • Evaluate the contents of a research proposal according to the requirements in the research brief • Evaluate the sampling sizes and techniques ensuring that it is truly representative of the target market and will provide valid and reliable data for decision making • Use methods, concepts and theories to design a questionnaire according to principles of good design but still ensuring that all the objectives in the proposal will be covered • Interpret the findings of the research (what the data or target market feedback is telling us). • Being able to tell the story without burying the audience in figures and complicated statistics but still ensuring that they are able to make informed decisions based on the findings of the research
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Module name	Marketing Research Theory /Business Research Theory / Research Theory
Code	MRT201B / BRT201B
Level	NQF 6
Credits	20
Purpose	To provide marketing students with a thorough introduction to the practice of market and social research.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Select, apply and evaluate typical methods and procedure to assist in making informed marketing decisions and thus assist in solving marketing problems in various types of organisations. In order to achieve these outcomes the successful candidate need to be able to: <ul style="list-style-type: none"> ○ Apply the principles of marketing research ○ Write a research brief ○ Appreciate the value and role of secondary research ○ Differentiate between qualitative and quantitative research methods ○ Demonstrate knowledge and understanding of sampling theory and practice ○ Use appropriate information to apply the principles of questionnaire design ○ Write a research proposal ○ Review and communicate the findings

Module name	Operations Management (not examined from 2022)
Code	OM301B
Level	NQF 7
Credits	20
Purpose	<p>This module provides an overview of the fundamental concepts of operations management.</p> <p>The purpose of this module is specifically to provide students with an understanding of operations in general, and operations strategy, quality management, product and process design and layout, inventory control, operations planning, control, and JIT lean systems.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Understand operations management and the role it plays within an organization • Apply operations management concepts to the day to day • running of an organization or business and the management thereof

Module Name	Procurement 1
Code	PROC101B
Level	NQF 5
Credits	20
Purpose	<p>The purpose of this module is to provide students with an overview of the fundamental basic concepts of procurement and supply, by considering the role of procurement in different organizational sectors, macro and micro environmental factors that affect procurement, documents used in procurement, various pricing arrangements used by suppliers, and a range of internal and external relationships for procurement and supply</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none"> • Explain the role and scope of procurement and supply in different economic sectors • Discuss the macro environment and the market forces that impact procurement and supply • Explain the workflow involved when making agreements with suppliers, the delivery of effective customer service to improve workflow and the interpretation of data relating to workflow in procurement and supply. • Develop a standard purchase order for goods or services • Identify a range of internal and external relationships in procurement and supply and discuss the elements of a commercial relationship between purchasers and suppliers • Understand the contribution that marketing makes to develop customer and supplier relationships

Module Name	Procurement 2
Code	PROC202B
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to provide students with an appreciation of value-adding activities applied to procurement and supply such as, observing the 5 RIGHTS of procurement, the sourcing process, procurement organizational infrastructure, business case development, effective specifications and KPIs, the concept of outsourcing, terms and conditions of a contract and effective negotiation skills
Exit-level outcomes	By the end of the module, students should be able to: <ul style="list-style-type: none"> • Explain the added value that can be achieved through procurement and supply chain management • Examine the main aspects of organisational infrastructure that shape the scope of a procurement or supply chain function • Demonstrate and understand the need for compliance with requirements when undertaking procurement activities in different sectors • Evaluate specifications, key performance indicators and main clauses that are included in contractual arrangements made with suppliers • Understand the main implications of outsourced work or outsourced services for procurement • Appraise the main approaches in the negotiation of commercial agreements and explain how to prepare for negotiations with external organisations

Module name	Procurement 3
Code	PROC303B
Level	NQF 7
Credits	20
Purpose	The purpose of this module is to provide students with a thorough understanding of procurement functional strategies applied at a strategic business unit levels such as management of individuals and teams, procurement and supply risk management strategies and competitive advantage strategies
Exit-level outcomes	By the end of this module students should be able to: <ol style="list-style-type: none"> 1. Demonstrate an understanding of the development of management and organisational behavior 2. Evaluate the main approaches to managing individuals and teams involved in the procurement and supply function 3. Develop a plan for the main aspects of human resource management for the procurement and supply function 4. Discuss the nature of risks affecting supply chains and projects and propose risk management strategies to mitigate risks in supply chains 5. Understand how effective project management can mitigate risks in supply chains 6. Develop a plan to achieve a competitive advantage and appraise the main techniques for supplier development to improve supply chains

Module name	Project Management (not examined from 2022-S2)
Code	PRM201B
Level	NQF 6
Credits	20
Purpose	The emphasis of this module is on project management as a tool and methodology to implement projects in a business, supply chain and marketing environment. Such projects could be in the fields of: Marketing research Product development, Advertising, and Market development, Supply chain and Project management is a rigorously structured process, and a thorough understanding of its tools and techniques will assist in achieving marketing objectives. Therefore, the module: Provides a solid foundation of the tools and techniques of project management; Gives a thorough description of underlying principles, and suggests procedures for applying these principles.
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Manage products and processes in all the phases of their product life cycle 2. Develop product and process strategies and manage products 3. Understand the foundations and practice of product and process management

Module name	Project Management 1
Code	PRM101B
Level	NQF 5
Credits	20
Purpose	The purpose of this module is to develop the necessary competencies to operate effectively as project managers.
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Plan for a project 2. Execute, monitor and control the project 3. Handover and close the project 4. Lead and manage team members 5. Apply the knowledge areas to a project

Module name	Project Management 2
Code	PRM202B
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to assist students in acquiring a comprehensive and inter-related understanding of project management theories and practices
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Implement and manage advanced project management concepts 2. Manage more complex projects 3. Explain good corporate governance principles and ethics 4. Manage resources and personnel to minimise risks and costs 5. Analyse, interpret and evaluate processes that are necessary for the implementation of projects 6. Identify and solve problems, make the right decisions, apply critical and creative thinking when dealing with issues relating to project management

Module name	Project Management 3
Code	PRM303B
Level	NQF 7
Credits	20
Purpose	The purpose of this module is to assist students with the deepening of their knowledge and understanding of project management theories, methodologies and practice. Learners will be able to demonstrate how project management integrates with management theories and organisational theories, which will ensure the learner understands the context of a project in a business setting.
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Evaluate and apply project management principles 2. Understand the complexities of programme management and continuous improvement principles, and apply these to enhance organisational performance 3. Reflect critically on the role of quality and performance management 4. Compare business strategy theory with practice to meet challenges in both internal and external organisational environments 5. Evaluate the creation of an effective and efficient project and process teams 6. Demonstrate a systematic and comprehensive understanding of the core principles related to project management 7. Analyse problems and propose strategies to address and resolve complex project management problems 8. Engage in high-level and successful communication with project stakeholders

Module name	Research Theory / Business Research Theory / Marketing Research Theory
Code	RT201B / BRT201B / MRT201B
Level	NQF 6
Credits	20
Purpose	To provide marketing students with a thorough introduction to the practice of market and social research.
Exit-Level Outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Select, apply and evaluate typical methods and procedure to assist in making informed marketing decisions and thus assist in solving marketing problems in various types of organisations. In order to achieve these outcomes the successful candidate need to be able to: <ol style="list-style-type: none"> 1. Apply the principles of marketing research 2. Write a research brief 3. Recognise and evaluate secondary research 4. Differentiate between qualitative and quantitative research methods 5. Demonstrate knowledge and understanding of sampling theory and practice 6. Use appropriate information to apply the principles of questionnaire design 7. Write a research proposal 8. Review and communicate the findings

Module name	Retail Marketing
Code	RM001B (Elective)
Level	NQF 7
Credits	20
Purpose	To provide the student with an exhaustive knowledge of the activities involved in retail marketing, which will enable the student to operate within the retail environment and operate as a marketer responsible for liaising with retailers as clients. The successful candidate needs to be able to solve marketing problems in various types of organisations with specific focus to the retail environment and would have mastered an advanced knowledge of marketing principles and basic application skills in the retail marketing related field.

Exit-level outcomes	<p>In order to achieve the purpose of this module the candidate must be able to:</p> <ol style="list-style-type: none"> 1. Describe the world of retailing 2. Distinguish between the various types of retailers 3. Describe multichannel retailing and customer buying 4. Examine the essential concepts of a retailing strategy 5. Develop a retailing strategy 6. Describe aspects of merchandising management 7. Examine the critical factors involved in store management and layout Develop the capacity for store operation and delivering customer service
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Module Name	Risk Management (not examined from 2021-S2)
Code	RMAN201B
Level	NQF 6
Credits	20
Purpose	<p>The purpose of this module is to provide students in both private, public and voluntary sectors with core knowledge and skills about operations risk management; from risk, identification to risk management.</p> <p>This module provides an overview of the fundamental concepts of operations risk management particular and business ethics and corporate governance in general.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an intermediate understanding of the broad scope of operations risk management knowledge and how it applies to business in general and the discipline of supply chain management in particular 2. Demonstrate an understanding of how to monitor, control and mitigate the various operational risks that can be identified in operations 3. Demonstrate an understanding of business ethics and corporate social responsibility in South Africa including capitalism, colonialism, postcolonialism, de-colonialism, and challenges facing South Africa 4. Discuss how effectively managed business ethics and corporate social responsibility, can contribute towards the management of operational risks within an organisation and its supply chain 5. Demonstrate an understanding of the key components of effective corporate governance and reasons why corporate governance is necessary for organisations 6. Demonstrate an understanding of how effective corporate governance can be used to manage operational and business risk

Module name	Sales and Key Account Management (not examined from 2021-S2)
Code	SKAM101B
Level	NQF 5
Credits	20
Purpose	<p>The purpose of this module is to provide students in both private, public and voluntary sectors with an overview of the model of relationship selling and sales management, as well as an understanding of the crucial role of key account management.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the model of relationship selling and sales management, 2. Apply the principles, practices, and skills of successful sales performance, 3. Discuss the key concepts in relationship selling and sales management in both the internal and external environments, 4. Understand the many issues involved in managing a sales force 5. Show the crucial role of key account management

Module name	Sales and Key Account Management
Code	SKAM201B
Level	NQF 6
Credits	20
Purpose	<p>This module aims to enhance a student's existing knowledge base. In addition, the module will provide students with a more strategic understanding of sales and key management and the crucial role of various sales methodologies, including relationship selling in these fields</p>
Exit-level outcomes	<p>By the end of this module, you would be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of selling and sales management. 2. Demonstrate an understanding of key account management.

Module name	Sales Management 1 (No longer examined from 2023-S1)
Code	SAM101B
Level	NQF 5
Credits	20
Purpose	<p>The purpose of this module is to develop the necessary competencies to operate effectively as sales managers</p>

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Plan, manage and execute the various Sales Management tasks and responsibilities. 2. Demonstrate how to manage sales teams through applying recruiting and training, leading and motivating, remuneration and evaluation theories. 3. Lead and coach sales teams through authority, responsibility, fairness, and delegation. 4. Establish collaborative cross-functional teams with other departments in an organisation. 5. Build and sustain relationships with the organisation's internal and external stakeholders.
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Module name	Sales Management 2 (No longer examined from 2023-S2)
Code	SAM202B
Level	NQF 6
Credits	20
Purpose	The purpose of this module is to assist students in acquiring a comprehensive and inter-related understanding of sales- management theories and practices.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Implement and manage advanced sales management concepts 2. Successfully manage the sales team to reach targets and company objectives 3. Analyse, interpret and evaluate processes that are necessary for the implementation of sales management 4. Identify and solve problems, make the right decisions, apply critical and creative thinking when dealing with issues relating to sales management

Module name	Sales Management 3 (No longer examined from 2024)
Code	SAM303B
Level	NQF 7
Credits	20
Purpose	The purpose of this module is to assist with the deepening of their knowledge and understanding of sales- management theories, methodologies, and practice. Learners will be able to demonstrate how sales management integrates with management theories and organisational theories, which will ensure the learner understands the context of sales management in a business setting.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate and apply sales management principles 2. Understand the complexities of sales management and continuous improvement principles, and apply these to enhance organisational objectives 3. Reflect critically on the role of sales management within the organisation 4. Demonstrate a systematic and comprehensive understanding of the core principles related to sales management 5. Analyse problems and propose strategies to address and resolve complex sales management problems 6. Engage in high-level and successful communication with sales management stakeholders

Module name	Services Marketing (not examined from 2022)
Code	SEM001B (Elective)
Level	NQF 7
Credits	20
Purpose	<p>To make students aware of the unique challenges of marketing a service that is essentially an intangible entity within the increasingly competitive environment that businesses operate.</p> <p>The ultimate objective of this module is to equip students to analyse situations and develop workable services-marketing strategies.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Describe and apply the fundamental principles of services marketing 2. Explain the need for the 4 P's in services marketing 3. Describe and apply the basic concepts and philosophy in services marketing 4. Develop and analyse the fundamental strategies and marketing plans of service businesses 5. Develop a marketing mix for service organisations

Module name	Supply Chain Management 1
Code	SCM101B
Level	NQF 5
Credits	20
Purpose	<p>The purpose of this module is to provide students in both private, public and voluntary sectors with core knowledge and skills about the various supply chain management concepts.</p> <p>This module provides an overview of the fundamental concepts of supply chain management and supply chain planning, by considering the purchasing management, supplier management, inbound transport, inventory management, warehouse management, operations management, distribution management, and outbound transport.</p>

Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an intermediate understanding of a broad scope of management knowledge and how it applies to the discipline of supply chain management 2. Demonstrate an understanding of supply chain management and planning concepts and information, and supply chain principles, problems and planning 3. Examine and communicate theory, decisions and actions regarding the management of purchasing, suppliers, inbound transport, inventory, warehousing, operations, distribution, outbound transport, customer service, and performance in the supply chain 4. Discuss the importance of solutions to supply chain problems in organisations 5. Evaluate and discuss supply chain knowledge and skills and general business principles to real life situations, taking into account societal, ethical, and cultural considerations <ol style="list-style-type: none"> 1. Demonstrate an understanding of the scope of responsibilities required of a management position in supply chain management, and discuss the accountability to senior management in an organisation
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Module name	Supply Chain Management 2
Code	SCM202B
Level	NQF 6
Credits	20
Purpose	<p>The purpose of this module is to provide students in both private, public and voluntary sectors with core knowledge and skills about the various supply chain management principles, problems, decisions and actions.</p> <p>This module provides an overview of the value of business logistics, strategic logistics issues, financial aspects, production management, and the management of the various logistics activities in a supply chain context.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the broad scope of management knowledge and how it applies to the discipline of supply chain management 1. Demonstrate an understanding of the advantages of, and management knowledge related to, logistics 2. Examine and communicate the principles and problems, and decisions and actions involved in forecasting and procurement, warehousing, transport and reverse logistics 3. Identify and describe solutions to supply chain problems in organisations 5. Evaluate and integrate supply chain knowledge and skills and general business principles to real life situations, taking into account societal, ethical, and cultural considerations 4. Analyse contemporary business information and the impact on potential future outcomes of supply chain management decisions 5. Demonstrate an understanding of the scope of responsibilities required of a management position in supply chain management, and explain the accountability to senior management in an organisation

Module name	Supply Chain Management 3
Code	SCM303B
Level	NQF 7
Credits	20
Purpose	<p>The purpose of this module is to prepare students for the strategic application of supply management in different organisations and conditions, bearing in mind the need for planning, processes, and controls.</p> <p>This module provides an overview of the fundamental concepts of purchasing and supply management and related concepts.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an in-depth understanding of the broad scope of management knowledge and how it applies to the discipline of supply chain management 2. Demonstrate a broad knowledge of purchasing and supply management and related concepts, issues, tasks, processes, 3. procedures, policies and strategies 4. Demonstrate an understanding of the management of the supply base, and communicate decisions, actions and areas of application in purchasing and supply 5. Find and evaluate solutions to supply chain problems in organisations 6. Understand ethical behaviour, accountability and key performance areas in supply management 7. Evaluate, integrate and apply supply chain knowledge and skills, and general business principles to real life situations, taking into account societal, ethical, and cultural considerations 8. Analyse, critically, contemporary business information and the impact on the supply chain, as well as the scope of responsibilities required of a management position in supply chain management

Module Name	Trade Finance and Payments
Code	TFP301B
Level	NQF7
Credits	20

Purpose	<p>The purpose of the module is:</p> <p>To provide for an understanding of the foreign exchange market, foreign exchange rates, cross and forward rates, and how to use these in preparing export quotations and contracts</p> <p>To provide for an understanding in assessing and managing risks in foreign exchange in international transactions, and sources and methods of financing</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand and apply the fundamental principles of costing and finance in export 2. Calculate the total cost of an export consignment to ensure correct quotes 3. Select the most suitable method of payment 4. Understand the importance of short term export credit insurance and the procedures involved 5. Understand the benefits of government and private sector export assistance programmes 6. Understand the foreign exchange market, foreign exchange rates, cross, and forward rates, and use these rat 7. Assess and manage foreign exchange risks in international transactions

Title	Transport and Logistics 1
Code	TL101B
Level	NQF 5
Credits	20
Purpose	<p>The purpose of this module is to provide the basis for professionals in the logistics industry so that they are able to demonstrate an understanding of the principles and fundamentals of effective, safe and legal movement of goods and people by the principal modes in a national and international context. The module presents the key generic aspects of transport operations as an introduction to the Transport and Logistics space. The module covers the nature of transport, an appreciation of its supply and demand characteristics and the different ways in which the transport product can be delivered effectively and efficiently.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the role of government in transport and the relationship between transport and economic development 2. Discuss the nature of supply and demand in transport and how this product (service) is supplied by different modes 3. Demonstrate an understanding of the concept of market segmentation and the characteristics of different transport modes used for the carriage of goods and people 4. Demonstrate an understanding of the level of integration and the interchange requirements needed to produce a “seamless journey”

Module Name	Transport and Logistics 2
Code	TL202B
Level	NQF 6
Credits	20
Purpose	<p>This module provides the underlying knowledge for the movement of goods in a national and international context. It addresses the responses of the transport operator to the characteristics of goods and places the latter’s movements in the context of the total logistics concept. The choice of mode, vehicle, and route are integral and the external and internal issues relating to modal infrastructures are featured. A further key element is the fundamental warehouse management knowledge required of managers in logistics and the storage and distribution industry. It covers the role of the warehouse and how warehouse strategy fits into the logistics strategy including the role of information exchange and how critical information is to logistics strategy formulation.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of knowledge of the safety and security requirements of goods to be moved including their handling and unitization methods 2. Evaluate the characteristics of the various modes of transport and their infrastructure requirements as well as factors that influence the flow variation of goods to be moved. 3. Evaluate the role of the warehouse and information exchange in a logistics strategy, discussing why information exchange is important 4. Discuss the basic concepts of inventory control and demonstrate an understanding of the resource requirements needed in a warehouse and the characteristics and requirements of different products 5. Evaluate how technology interfaces the warehouse with customers and the rest of the supply chain and demonstrate an understanding of the legislation applicable to a warehouse

Module Name	Transport and Logistics 3
Code	TL303B
Level	NQF 7
Credits	20

Purpose	<p>This module reviews the technical processes involved in transport planning from a strategic level. It provides technical knowledge on the quantitative processes which underpin strategic transport planning processes. It incorporates the development of strategic plans at an international regional and local level, enabling the application of appropriate analytical methods to given scenarios, with the idea of the implementation of appropriate sampling processes and techniques. The module focuses on forecasting the impact of change on transport networks, applying appropriate models to the design of transport networks, principal stages in the strategic planning processes are also included for example trip generation, modal split, network building, trip assignment, and generalised cost. Logistics managers should be able to identify and correct network problems, develop plans from a given strategy and implement policy reviews.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none">1. Discuss the economic concepts of supply and demand and demonstrate an understanding of the principal stages in transport planning2. Discuss the advantages and disadvantages of the different forecasting techniques, evaluating data collection techniques3. Evaluate the principles of network design and the appropriate modelling techniques and demonstrate that they understand the process for the development of transport strategies and plans.4. Demonstrate that they are able to identify and define network operational problems and evaluate the strengths and limitations of public and private funding mechanisms.5. Demonstrate an understanding of the approval procedure for transport projects and evaluate and communicate the processes of performance monitoring and policy review.

Introduction to Postgraduate Programmes

The IMM Graduate School’s Postgraduate programmes deal with advanced modules and concepts. The word “*advanced*” implies that you will be exposed to new and progressive theories and frameworks that will challenge your prevailing mind-set with regard to marketing related and marketing research studies. You will be faced with thought-provoking issues that will enable you to stretch your current thinking and that will sometimes demand that you reshape some of your old entrenched routines.

Your approach to postgraduate studies will differ fundamentally from the traditional approach taken with your undergraduate programme studies (certificate, diploma and degree).

Whilst the undergraduate programmes primarily deal with theoretical concepts, fundamentals, frameworks and models of the various subject areas (disciplines) related to marketing, the postgraduate programmes require you to apply marketing theory and management models in- depth to business scenarios.

The focus in postgraduate studies is on the integration of marketing theory with organisational challenges and emerging business issues. Formative and summative assessments will thus be in the form of case studies and/or research, requiring analysis and application and a report on marketing issues within local or foreign organisations.

You will be expected to engage in independent thinking and to apply holistic approaches to problem solving and decision-making techniques within different organisations, realising that, due to the systemic and interdependent nature of organisations, changes within any of the marketing areas will influence the other organisational disciplines in either a positive or negative way.

At postgraduate level you will need to display the following skills in your formative and summative assessments:

1. Strategic reasoning - assessing the long term impact of key decisions on the future market positioning of the organisation
2. Reflective analysis - asking penetrating questions to build understanding and insight into past market occurrences and trends affecting the organisation
3. Creative problem solving - providing realistic and entrepreneurial marketing recommendations to address current and emerging issues within a business context
4. Issues analysis - the ability to identify and distinguish organisational symptoms from core problems and business issues within organisations
5. Insight and foresight - the ability to accurately identify current marketing issues and to anticipate future market trends and developments and their potential effect on business strategy
6. Gathering and analysing market and marketing intelligence - the ability to collect appropriate data based on an acceptable research design and to analyse, interpret and recommend remedial actions for an organisation

Module Exit-Level Outcomes for Postgraduate programmes

Module Name	Academic Skills Development for Postgraduate Studies
Code	ASDPGD
Level	N/A
Credits	N/A
Purpose	The purpose of this module is to develop the critical, analytical, and communication competencies necessary for engaging with complex scholarly discourse, producing original research outputs, and making meaningful contributions to disciplinary knowledge. The module fosters proficiency in advanced reading, writing, and presentation skills, as well as the effective use of digital research tools and the application of principles of academic integrity and ethical scholarship. It also supports the development of independent learning strategies, reflective practice, and professional conduct in collaborative and supervisory relationships, thereby preparing students to navigate the intellectual, methodological, and ethical demands of postgraduate research environments with confidence and rigour.
Module Outcomes	<p>By the end of the module, students should be able to:</p> <ul style="list-style-type: none">• Demonstrate a comprehensive understanding of academic literacy as it applies to postgraduate study, including the expectations, challenges, and scholarly responsibilities associated with advanced academic work.• Critically engage with complex academic texts by evaluating arguments, identifying gaps in existing research, and situating their thinking within relevant theoretical and disciplinary frameworks.• Produce structured, coherent, and original academic writing across a range of postgraduate genres, such as literature reviews, research proposals, and dissertations, applying appropriate academic conventions and integrating credible evidence effectively.• Conduct independent academic research using advanced search strategies and academic databases, and manage scholarly information using appropriate referencing systems and digital tools.• Communicate research effectively in both written and oral academic formats, employing a confident and discipline-appropriate scholarly voice in contexts such as seminars, presentations, and academic discussions.• Apply the principles of academic integrity and ethical scholarship, demonstrating accurate citation practices, originality, and professional conduct in both independent and collaborative research settings.• Navigate the postgraduate supervision process with maturity and professionalism, demonstrating responsibility, initiative, and the capacity to engage in constructive academic dialogue with supervisors.
Formative assessment	N/A
Summative assessment	N/A
Continuous Assessment (CASS)	Complete and achieve 80% in CASS activities Certificate of Completion issued.

Module name	Advanced Brand Management
Code	ABM401H (Elective)
Level	NQF 8
Credits	20
Purpose	The purpose is to develop an understanding of what strategic brand management entails
Exit-level outcomes	By the end of the module, students should be able to: Develop a brand strategy which would enable them to: Recommend how to build brand equity and how to create strong brands. Compare and distinguish how brand performance can be measured. Design brand marketing programmes

Module name	Advanced Cost Management
Code	ACM401H
Level	NQF 8
Credits	20
Purpose	The purpose of this module is to provide students with a deep understanding of cost management within the domain of supply chain management at an advanced postgraduate level. One of the key objectives in SCM is the reduction of costs in the chain without having to compromise the quality of products, services and information. The content of this module explains how this is done in an efficient manner. The module analyses different research approaches to the reduction of costs in the supply chain. The module also discusses the conceptual framework of supply chain costing, proactive cost management and how best to manage cost throughout the supply chain. The subject also includes the framework for extending lean accounting in the supply chain and integrating lifecycle costing and lifecycle assessment for managing costs in the chain. Also covered in the module is the organisational setting in supply chain costing, transfer pricing in supply chains, cost efficiency and the role of finance in supply chains.
Exit-level outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Formulate strategies to reduce costs throughout the supply chain 2. Implement methods for proactive cost management in the supply chain 3. Propose a framework for extending lean accounting in the supply chain 4. Integrate lifecycle costing with lifecycle assessment for managing costs in the chain 5. Use the Internet and IT to purchase goods and services and in so doing reduce costs in the chain 6. Develop methodologies to reduce costs in conducting business in international supply chains 7. Formulate strategies to manage stock more efficiently in supply chains 8. Propose how the balanced scorecard can be used for organisational performance management and measurement in supply chains 9. Propose methods to reduce stock outs at retail level and in so doing diminish lost sales 10. Formulate strategies to increase cost efficacy in supply chains 11. Use the appropriate costing tools to procure more effectively and efficiently such as net present value (NPV), payback period, total cost of ownership, return on investment (ROI) and so on

Module name	Advanced Digital Marketing
Code	ADM401H
Level	NQF 8
Credits	20
Purpose	The purpose is to master core concepts, principles and techniques of digital marketing
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Apply advanced digital marketing concepts and practices 2. Formulate a digital marketing strategy

Module name	Advanced Global Marketing (not examined from 2022)
Code	AGM401H
Level	NQF 8
Credits	20
Purpose	The overall purpose of the Advanced Global Marketing module is to provide you with the ability to understand the differences between domestic and global marketing and to strategically apply marketing in different international organisations and conditions to develop a sustainable competitive advantage.
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Understand the scope of globalisation. 2. Critically analyse the global marketing environment (including sub-Saharan Africa) and be able to illustrate how it influences global decision making. 3. Assess the opportunities in the international market and be able to discuss and develop international marketing strategies. 4. Apply the marketing mix principles to a global or sub-Saharan Africa organisation. 5. Apply the issues relating to the implementation and coordination of global marketing operations.

Module name	Advanced International Trade
Code	AIT401H
Level	NQF 8
Credits	20
Purpose	The Advanced International Trade module covers the history of international trade and the essential skill sets one would need to manage an international supply chain. Effective global supply chain management entails managing a company's flow of goods, information and finances within international networks in the most efficient and profitable manner. This module covers the use of appropriate terms to move products across international boundaries without documentary errors and within regulations (international and local). Finally, the course covers how to increase revenue by reducing risk and efficiently dealing with intermediaries like freight forwarders, Third Party Logistics service providers (3PLs) and brokers. In essence the module offers insight into the movement across borders of goods produced by the supply chain and how to manage technologies and methods of international payment.
Exit-level outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Understand global trade supply chains and how to design such chains more effectively 2. Contrast between developed and developing countries and understand the difficulties facing developing countries 3. Understand the reasons why countries import and export and the benefits they expect to derive from it 4. Contrast the different forms of regional economic integration, trade blocs and trade agreements 5. Differentiate the key activities and benefits of the various international trade intermediaries and the services they provide and propose which intermediary should be used in a given circumstance 6. Argue the benefits of exporting for an organisation and a country and explain the export process 7. Evaluate the readiness of an organisation to export goods internationally and globally 8. Understand the customs infrastructure and recommend the appropriate export documentation to use when export goods to another country 9. Explain import trading and the import process and sequence for the arrival of goods in a country 10. Discuss international finance in relation to exporting and importing, the various intermediaries' roles and responsibilities and the mode of payment applicable to international trade 11. Understand foreign exchange, its impact on international trade and propose techniques and strategies to reduce risk in this regard

Module name	Advanced Marketing Applications Report
Code	AMAR401H
Level	NQF 8
Credits	30
Purpose	The purpose is to provide the opportunity for the Postgraduate student to gain practical experience associated with their studies in the marketing industry
Exit-Level Outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Experience the demands of a job market-related position, thereby ensuring that once they have completed their studies and are preparing to enter the workplace, they will have experienced workplace reality 2. Present themselves with practical marketing experience when applying for employment 3. Explore the power of critical reflective analysis

Module name	Advanced Marketing Research: Report
Code	AMRR402H
Level	NQF 8
Credits	30
Purpose	The purpose is to gain a broad, practical understanding of solving marketing issues or problems through exposure to theoretical and practical issues
Exit-level outcomes	By the end of the module, students should be able to: <ol style="list-style-type: none"> 1. Submit a valid and reliable research report, sufficient to provide a platform for marketing decisions. 2. Use information and methods to establish and maintain the golden thread in the research process. 3. Assess the value and role of the validity of the research 4. Verify the contribution of the project in terms of the role of marketing research within the marketing domain 5. Completion of a full and thorough research project and the culmination of a research report

Please note: Should you submit your report and fail then a brand new topic and research must be submitted when next registering due to submission to Turnitin

Module name	Advanced Marketing Research: Theory/Advanced Research: Theory
Code	AMRT401H/ART401H
Level	NQF 8
Credits	20
Purpose	The purpose is to gain a broad, practical understanding of marketing research through exposure to theoretical and practical issues
Exit-level outcomes	By the end of the module, students should be able to: 1. Assess and appreciate the value of the process of marketing research through exposure to both theoretical and practical issues 2. Compare and distinguish between research options applicable for a 3. particular project which needs completion 4. Make a presentation of various choices related to the research process based on reasoned and scientific argument 5. Generalise from the theory to the specific research problem and project 6. Identify the appropriate

Module name	Advanced Research: Theory
Code	ART401H
Level	NQF 8
Credits	20
Purpose	The purpose is to gain a broad, practical understanding of marketing research through exposure to theoretical and practical issues
Exit-level outcomes	By the end of the module, students should be able to: 1. Assess and appreciate the value of the process of marketing research through exposure to both theoretical and practical issues 2. Compare and distinguish between research options applicable for a 3. particular project which needs completion 4. Make a presentation of various choices related to the research process based on reasoned and scientific argument 5. Generalise from the theory to the specific research problem and project 6. Identify the appropriate

Module name	Advanced Services Marketing (not examined from 2022)
Code	ASER401H (Elective)
Level	NQF 8
Credits	20
Purpose	The purpose of this module is to master core concepts, frameworks and techniques that define the field of services marketing. The unique challenges and opportunities offered by services industry are explored, gaps identified, strategies developed and implemented to enhance service quality and the customer experience.
Exit-level outcomes	By the end of the module, students should be able to: 1. Apply the core concepts, frameworks and techniques for services marketing 2. Analyse consumer needs, knowledge and expectations when delivering services 3. Demonstrate how models can be used to determine the quality of a service delivered 4. Assess service quality and the alignment of service design, standards and blueprinting and the importance of servicescape within an organisation 5. Develop service deliverables that perform according to all stakeholder expectations 6. Analyse the roles of employees, intermediaries and customers in service delivery and the importance of managing the service promise and service recovery 7. Create a marketing communications plan for a services organisation 8. Assess the impact of services marketing on the financial performance of a business

Module name	Advanced Strategic Marketing
Code	ASM401H
Level	NQF 8
Credits	20
Purpose	The purpose is to develop techniques used for the development of a strategic marketing process
Exit-level outcomes	By the end of the module, students should be able to: 1. Analyse the sustainability of strategic marketing plans 2. Develop a strategic marketing plan

Module name	Advanced Strategic Operations Management (Not examined from 2022)
Code	ASOM401H
Level	NQF 8

Credits	20
Purpose	<p>Essentially, operations management is an area of management concerned with managing the resources which are devoted to the production and delivery of products and services. It is concerned with the design, planning and operations of value-creating processes in organisations. Whereas in the past this field was known as production management because it was mainly concerned with managing manufacturing operations, in a modern context the field of operations management refers to every activity in the process of delivering a product or service.</p> <p>The aim of this module is to demonstrate how strategic operations management can influence and shape competitive strategy. Specific topics include the examination of modern business and value drivers and competitive performance (time compression, responsiveness, waste elimination etc.), the achievement of a competitive advantage through operations management, globalisation and supply chains, agility and Efficient Consumer Response and operations performance measurement. Leading-edge operational practice is analysed within each topic covered. This includes designing and managing operations in sync with other supply chain partners.</p> <p>Under the strategy segment of the module, the content covers the role of operations strategy, the setting of operations objectives, what an operations strategy consists of (e.g. characteristics of strategy, strategic management issues, strategy formulation, strategy implementation and strategy control), and the value drivers of strategy, operations strategy issues and lastly operations strategy analysis. Importantly, the operations strategy of the organisation is then linked to the operations strategy of the upstream and downstream partners in the organisation's supply chain as without operational cohesion, the chain will not function optimally. Operations management therefore includes logistics management, which collectively fall under the umbrella of supply chain management.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Develop a conviction that operations can be managed as a strategic resource and understand the strategic role and importance of operations 2. Understand the drivers and dimensions of competitive performance and apply such drivers and dimensions so that a competitive advantage can be enjoyed by the organisation and its supply chain partners 3. Demonstrate an awareness of the principles governing modern approaches to the management of operations 4. Identify and apply methods for establishing fit between markets, operations and supply chains 5. Understand the key differences between manufacturing organisations and those involved in the provision of service in an operations management context 6. Demonstrate an understanding and awareness of operations in a service-oriented business, how to measure service gaps by using the SERVQUAL model and how to use the model to close such gaps 7. Interpret operations success and business health and performance using a range of financial and non- financial measures 8. Identify a range of operations and supply chain management initiatives and techniques that can be considered in the development of an operations strategy 9. Understand the operations strategy process and practice in the context of its importance to the success of the organisation in its market and design an appropriate operations strategy for an organisation 10. Evaluate how an organisation's strategy can impact on its operations strategy as well as the supply chain management strategy and vice versa

Module Name	Advanced Supply Chain Business Processes
Code	ASCB401H
Level	NQF 8
Credits	20
Purpose	<p>As products have become more sophisticated and more complex because the supply chain has morphed from a local to a global basis, it is impossible for organisations to manage all of their operations within and outside of the firm, without effective and efficient business processes. Management systems have been introduced to speed up business processes and at the same time provide timely, responsive and accurate information and services to the various internal and external customers that are involved with a business' value and supply chains.</p> <p>To operate a business effectively and efficiently, especially large and internationally-structured businesses, business processes ought to be in place to ensure that they have the capacity, capability and methodology to run the business effectively and profitably.</p>

	<p>This module provides an in-depth insight into Materials Requirement Planning (1 and 2), Enterprise Resources Planning, Management Information Systems, Inventory Management Systems, and others. It also consists of two ERP independent yet linked programmes, namely, the ERPfoundation and SAP ERP (TERP10) course.</p> <p>The ERP foundation module uses the concept of self-organised learning and provides the students with an understanding of how companies use SAP software to run their processes. Centred in a virtual company, students learn how complex processes run in different parts of the organization. As a result, graduates of this training receive certification and improve their career opportunities. The ERPfoundation has two main features, namely a Process Orientation and Integration of ERP software and addresses the following areas:</p> <ol style="list-style-type: none"> 1. Organisational structures; 2. Process orientated navigation in an ERP system; 3. Process design; 4. Logistics; 5. Purchasing; 6. Sales; 7. Material requirement planning (MRP); and 8. Reporting <p>The SAP ERP (TERP10) course focuses on the topic of ERP using the world's leading standard software package, SAP ERP. The course participants will be provided with a general overview of the theoretical base of ERP using the business software SAP ERP. The theoretical knowledge is then put into practice and consolidated using case studies on integrated business processes which the course participants will carry out actively in the SAP system. A practical approach for teaching is used to cover both the theoretical basis and the case studies for the complete spectrum of SAP ERP. This gives the course participants a chance to get an in-depth overview of the SAP ERP system functions: logistics (LO), financial accounting (FI), controlling (CO), and human capital management (HCM). The integration aspects to the SAP systems SAP Business Intelligence (BI) and SAP Business Objects (BO) are also part of the course.</p> <p>The participants are furthermore also prepared for the original certificate exam of SAP's own course TERP10. The certificate exam is organised by SAP (as part of this pilot project with the SAP University Alliances) and is held on site. Participants can take the SAP Consultant Certificate Exam (C_TERP10_66) after completing the course. This certificate is recognised as a worldwide standard in all industrial sectors. On completion of the course the participants will have a broad theoretical and practical knowledge of the SAP ERP system due to its wide range of practical experience and detailed explanations on the individual SAP ERP modules. This specifically applies to technical aspects, organisational structure and the integration of a number of business processes and functions.</p>
Exit-level Outcomes	<p>By the end of the module, students should be able:</p> <ol style="list-style-type: none"> 1. To have an overall view of the ERP (Enterprise Resource Planning) systems option 2. To outline the paradigmatic characteristics by which ERP systems are the core of enterprise systems 3. To outline architecture of ERP platforms 4. To understand Fit-Gap Analysis 5. To understand the impact of ERP systems on Enterprises 6. To explain the organizational structures used in each business process 7. To identify the key master data which must be maintained to execute each business process 8. To discuss the ERP transactions required to complete each business process cycle 9. To discuss the ERP transactions required to complete each business process cycle 10. To explain how to management inventory more effectively and profitably

Module name	Advanced Supply Chain Management
Code	ASCM401H
Level	NQF 8
Credits	20
Purpose	The purpose of this module is to provide students in both private, public and voluntary sectors with advanced knowledge and skills about the various supply chain management principles, problems, decisions and actions. This module provides an in-depth overview of the value of business logistics, strategic logistics issues, production management, and the management of the various logistics activities in a supply chain context.
Exit-level Outcomes	<p>By the end of the module, students should be able:</p> <ol style="list-style-type: none"> 1. Demonstrate an advanced understanding of the broad scope of management knowledge and how it applies to the discipline of supply chain management 2. Recommend strategies and tactics to facilitate better organisational value production and delivery 3. Formulate methods to maintain organisational growth via customer centrisism by means of the utilisation of appropriate value chain drivers 4. Understand the importance of future-oriented customer relationship management and debate the critical success factors in the new economy 5. Deduce how to better plan and control in the value chain network 6. Appreciate the concept that a sustainable competitive advantage is a pipedream in modern business as a result of dynamic environments at organisational, market, industry and macro level. In other words, it is extremely unlikely that in a modern business environment one could sustain a competitive advantage unless one's IP is fully protected 7. Demonstrate an understanding of the advantages of, and management knowledge related to, logistics

	<ol style="list-style-type: none"> 8. Identify and describe solutions to complex supply chain problems in organisations 9. Evaluate and integrate supply chain knowledge and skills and general business principles to real life situations, considering societal, ethical, and cultural considerations 10. Analyse contemporary business information and the impact on potential future outcomes of strategic supply chain management decisions 11. Demonstrate an understanding of the scope of responsibilities required of a management position in supply chain management, and explain the accountability to senior management in an organisation
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Module name	Advanced Supply Chain Research: Report
Code	ASCR402H
Level	NQF 8
Credits	30
Purpose	<p>The purpose of this module is to gain a broad, practical understanding of how to plan and execute a primary research project to gather the necessary information to inform decisions regarding advanced supply chain management issues or problems. This is facilitated through exposure to theoretical and practical issues.</p> <p>Evidence of the ability to do this will be illustrated by embarking on the research process for gathering primary data and presenting an academically sound research report.</p>
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Submit a valid and reliable research report, sufficient to provide a platform for supply chain management decisions 2. Use information and employ methods to establish and maintain the golden thread in the research process 3. Assess the value and role of the validity of the research 4. Verify the contribution of the project in terms of the role of supply chain management research within the supply chain domain 5. Completion of a full and thorough research project report as the culmination of a primary data research project

Module name	Applied Brand Management and Communications
Code	ABMC401P
Level	NQF 8
Credits	20
Purpose	Create good levels of understanding of the role and value of brands and how to communicate the brand promise to potential customers.
Exit-level outcomes	<p>By the end of the module, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand what brand management and the communication of brand characteristics to customers, entails 2. Understand how to practically build brand equity and thereby create strong brands 3. Identify, develop and implement the types of brand messages which will support its growth in the market 4. Understand the planning, communication and implementation of brand marketing initiatives 5. Contribute practically to the creative thinking which result in the development of innovative communication for brand building 6. Understand and maintain corporate reputation

Module name	Applied Digital Marketing Dynamics
Code	ADMD401P
Level	NQF 8
Credits	20
Purpose	<p>The purpose of this module is to ensure students can apply advanced digital marketing principles and competencies in a leadership capacity in an organisation. To ensure students can apply their learning, the module focuses on the practical application of aspects of digital marketing strategy integration, and the impact of digital markets on traditional business and revenue models. The legal, moral, and ethical constraints of digital marketing are discussed and applied, as well as the imperative to adhere to relevant constraints in this context. Students are also exposed to the development of a framework for digital marketing planning and will practice utilising the advantages of various digital marketing channels to ultimately benefit the organisation. All the aforementioned elements are applied using outcomes based, practical application of the theory across a range of tasks and case studies spread throughout the study guide.</p>
Exit-level outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Apply advanced digital marketing principles and competencies in a leadership capacity in an organisation 2. Develop, implement, and monitor a digital marketing strategy for an organisation 3. Utilise the latest digital marketing technology and techniques for the operational benefit of the organisation and towards self-development as a digital marketing practitioner. 4. Operationalise digital marketing principles and strategy in different organisational contexts.

Module name	Applied Global Marketing Dynamics (No longer examined from 2023-S1)
Code	AGMD401P
Level	NQF 8
Credits	20
Purpose	Create an integrated understanding of the role transnational activities have on the marketing plans and activities as well as the messages of Southern African organisations.

Exit-level outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the scope of globalisation 2. Critically analyse the global marketing environment (including sub-Saharan Africa) and based on that, make recommendations on that make provisional recommendations on potential foreign countries that a company can enter 3. Assess the opportunities in the international market and be able to discuss and develop international marketing strategies 4. Apply the marketing mix principles to a global or sub-Saharan Africa organization 5. Apply the issues relating to the implementation and coordination of global marketing operations
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Module name	Applied Marketing Leadership
Code	AML401P
NQF level of module	NQF 8
Credits	20 credits
Purpose of the module	Instil a framework for identifying the skills and the activities to be adopted by leaders in the marketing environment and to broaden the understanding of the need to set up, monitor and measure the ROI of marketing spend and the related activities resulting from it.
Prerequisite and compulsory modules	Compulsory first module and prerequisite to ACEP402P
Module outcomes	<p>By the end of this module, students should be able to:</p> <p>Develop techniques to be used for acquiring skills to lead a marketing team.</p> <p>Analyse the role that empathy plays in the enactment of marketing leadership behaviour at strategic levels in the organisation.</p> <p>Analyse strategic marketing learning frameworks for use as a basis for marketing strategy formation.</p> <p>Explore a new model for redefining the brand value proposition based on the understanding and appreciation of strategic empathy.</p> <p>Design and implement a strategic learning journey process as part of the marketing strategy formation.</p> <p>Develop and maintain leadership actions that inspire and contribute to positive team dynamics and goal achievement.</p> <p>Master core concepts, principles and techniques for developing key success indicators to guide the management of the relationship with individual clients.</p> <p>Develop appropriate and robust marketing and business metrics for each individual client in accordance with the client's needs and the business's strategic objectives.</p> <p>Formulate relevant, ethically sound and commercially rewarding action plans for interacting with each client.</p> <p>Monitor the client interactions using appropriate metric tools for recording progress, challenges and implemented corrective actions.</p> <p>Formulate an individualised management plan for each client to reflect the unique requirements of the client while maintaining alignment with the corporate objectives.</p>

Module name	Applied Creative Economy Practice
Code	ACEP401P
NQF level of module	NQF 8
Credits	30 credits
Mode of delivery	Distance (blended)
Purpose of the module	The purpose of this module is to empower students with the knowledge and skills necessary to navigate and succeed in today's business landscape, particularly within the dynamic realm of the creative economy. Through a comprehensive curriculum, students will gain insights into the fundamentals of business and the importance of creativity in driving economic growth. They will learn to analyse opportunities within the creative economy and strategically position themselves as effective marketers within this evolving economic environment. Additionally, students will develop practical competencies in designing service-based businesses, managing finances in marketing ventures, understanding intellectual property legislation, mastering networking strategies and building a strong online presence. By the end of the module, students will be equipped with both theoretical understanding and practical skills to thrive and make meaningful contributions in the creative economy.
Prerequisite and compulsory modules	Compulsory module (2nd semester)
Module outcomes	<p>On completion of this module, students should be able to:</p> <ul style="list-style-type: none"> • Understand the basics of business and why it is important, grasp who can start a business and when, and gain insight into the basics of creative business and its significance in the economy. (Understanding Business Fundamentals) • Analyse the concept of the creative economy, recognise opportunities inherent within it, evaluate its potential within the African context, and strategically position themselves as effective marketers within this dynamic economic environment. (Navigating the Creative Economy) • Design a framework for a service-based business, create a Minimum Viable Promise (MVP), define revenue models and develop a comprehensive Business Model Canvas. (Crafting Compelling Business Offers) • Be equipped to manage finances in marketing ventures, including planning for irregular income, assessing profitability, exploring funding sources and understanding tax and financial regulations. (Financial Management in Creative Ventures) • Understand intellectual property (IP) legislation, strategies for IP monetisation and the challenges of trademark infringement online. (Intellectual Property Management) • Be able to align product promotion with customer journeys, create effective workflows, craft persuasive elevator pitches and develop networking strategies to expand professional connections. (Mastering Service-focused Networking) • Be able to manage branding assets, develop an online presence, create diverse marketing collateral, design packaging (if applicable) and engage in content marketing efforts. (Building a Creative Asset Repository)

Module name	Applied Marketing Metrics (Replaced by Applied Creative Economy Practice)
Code	AMM401P
Level	NQF 8
Credits	20
Purpose	The broaden understanding of the need to set up, monitor and measure the ROI of marketing spend and the related activities resulting from it.
Exit-Level Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Master core concepts, principles and techniques for developing key success indicators to guide the management of the relationship with individual clients 2. Developing appropriate and robust marketing and business metrics for each individual client in accordance with the client needs and the business strategic objectives 3. Formulation of relevant, ethically sound and commercially rewarding action plans for interacting with each client 4. Monitoring the client interactions using appropriate metric tools for recording progress, challenges and implemented corrective actions 5. Formulating an individualised management plan for each client to reflect the unique requirements of the client and maintaining alignment with the corporate objectives

Module name	Applied Marketing Project (The credit value is changed to 30 from 2026, Semester 1)
Code	AMP401P
Level	NQF 8
Credits	40
Purpose	To create a practical platform for the integration of various elements in the marketing environment through the integration of these into an integrated business marketing project aimed at improving the marketing function an aspect of the organisational strategic action.
Exit-Level Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Illustrate the practical experience associated with their studies in marketing gained through an industry related work project 2. Experience the marketing job market, thereby ensuring that once they have completed their studies and are preparing to enter the workplace, they will have experienced workplace reality 3. Reflect on having been exposed to valuable training, enabling them to use taught skills and insights present
	<p>themselves as having had practical experience when applying for employment</p> <ol style="list-style-type: none"> 4. Explore the power of critical reflective analysis, developed through structured stages, thus providing a platform for developing specific skills which engender confidence in this approach 5. Do critical reflective analysis developed through analytical marketing models, relating theory to practice

Module name	Dissertation
Code	Diss
Level	NQF 9
Credits	180
Purpose	<p>The goal of the Master's Programme is to equip individuals with specialist knowledge of various research methodologies and to expose them to advanced marketing models and theories in a very practical way.</p> <p>By the end of the Master's Programme, the individual will be competent in designing and implementing strategies for processing and managing information in order to produce significant marketing insights. The individuals undertaking their dissertations will have had the opportunity to add to the body of academic knowledge in a specialist marketing area.</p> <p>A Master's graduate will have mastered the art of information collection and analysis to inform strategic marketing initiatives and will have the confidence to initiate, lead and implement data collection and analysis processes and systems in the marketing division of a global company.</p> <p>Once qualified, a Master's graduate can use their superior knowledge of sourcing marketing intelligence and initiating research to collect and leverage the data at their disposal within their organisation. They will be equipped to identify opportunities and creatively analyse complex strategic problems. They may even find themselves designing and applying their own methods and techniques for researching and investigating challenging marketing problems.</p>

Programmes offered to IMM Graduate School students who registered from the 2011 academic year up to and including the first semester of 2018

The following programmes structures were offered to IMM Graduate School students who registered as from the 2011 academic year up and including first semester of 2018. Qualifications from second semester of 2018 had a change in structure but previous qualifications are all still registered with SAQA. Students are expected to complete their qualification within the time frame stipulated when they first registered. The IMM Graduate School offered the following programmes:

Foundation Programme - Pre-varsity Programme

The Pre-varsity Programme is designed for students who wish to undertake a Bachelor programme and have met the minimum requirements for admission to a **diploma programme** at a higher education institution.

The Pre-varsity Programme comprises of 6 compulsory modules and is structured as follows:

1. Marketing 1 (20 credits)
2. Academic Literacy and Project 1 (20 credits)
3. Business Communication 1 (20 credits)
4. Business Management 1 (20 credits)
5. Business Numeracy 1 (20 credits)
6. Economics 1/Economic Principles 1 (20 credits)

The Pre-varsity Programme can be completed in 1 year. This programme must be completed within 2 years.

UNDERGRADUATES PROGRAMMES

Higher Certificate in Marketing

The Higher Certificate in Marketing will be offered as a basic entry-level marketing qualification at level 5 of the NQF (HEQSF aligned) and will consist of 135 credits. The Higher Certificate in Marketing consists of seven modules:

1. Marketing 1 (MAR101) - 20 credits
2. Academic Literacy 1 (AL101) - 15 credits
3. Fundamentals of Business Communication 1 (FBC101) - 20 credits
4. Business Management 1 (BM101) - 20 credits
5. Business Numeracy 1 (BN101) - 20 credits
6. Economics 1 (ECO101) - 20 credits
7. Sales Management 1 (SAM101) - 20 credits

The Higher Certificate in Marketing must be completed within 4 years.

Higher Certificate in Export Management

The Higher Certificate in Export Management will be offered as a basic entry-level export qualification at level 5 of the NQF (HEQSF aligned) and will consist of 135 credits. The Higher Certificate in Export Management consists of seven modules:

1. Marketing 1 (MAR101) - 20 credits
2. Academic Literacy 1 (AL101) - 15 credits
3. Basics of Export Trade 1 (BET101) - 20 credits
4. Business Communication 1 (BC101) - 20 credits
5. Business Numeracy 1 (BN101) - 20 credits
6. Export Administration 1 (EA101) - 20 credits
7. Sales Management 1 (SAM101) - 20 credits

The Higher Certificate in Export Management must be completed within 4 years.

Diploma in Marketing Management

The Diploma in Marketing Management will be offered at level 6 of the NQF (HEQSF aligned) and will consist of 360 credits. The Diploma in Marketing Management consists of 17 modules and is structured as follows:

Year 1

1. Marketing 1 (MAR101) - 20 credits
2. Business Communication 1 (BC101) - 20 credits
3. Business Management 1 (BM101) - 20 credits
4. Economics 1 (ECO101) - 20 credits
5. Financial Management 1 (FM101) - 20 credits
6. Sales Management 1 (SAM101) - 20 credits

Year 2

1. Marketing 2 (MAR202) - 20 credits
2. Basic Marketing Research 2 (BMR201) - 20 credits
3. Business Management 2 (BM202) - 20 credits
4. Financial Management 2 (FM202) - 20 credits
5. Marketing Communications 2 (MC201) - 20 credits
6. Elective -

Year 3

1. Marketing 3 (MAR303) - 20 credits
2. International and Africa Marketing 3 (IAM301) - 20 credits
3. Work Integrated Learning 3 (WIL301) - 40 credits
4. Elective - 20 credits
5. Elective – 20 credits

Elective modules

You will need to select three of the following:

1. Brand Management (BM001) - 20 credits
2. Business Law 1 (BL101) - 20 credits
3. Business-to-Business Marketing (BBM001) - 20 credits
4. e-Commerce (EC001) - 20 credits
5. Entrepreneurship (ENT001) - 20 credits
6. Human Resource Management (HRM001) - 20 credits
7. Product Management (PM001) - 20 credits
8. Retail Marketing (RM001) - 20 credits
9. Services Marketing (SEM001) - 20 credits
10. Tourism and Hospitality Marketing (THM001) - 20 credits

The Diploma in Marketing Management can be completed within a minimum of three years. The Diploma in Marketing Management must be completed within eight years.

Diploma in Export Management

The Diploma in Export Management will be offered at level 6 of the NQF (HEQSF aligned) and will consist of 360 credits. The Diploma in Export Management consists of 18 modules and is structured as follows:

Year 1

1. Marketing 1 (MAR101) - 20 credits
2. Business Communication 1 (BC101) - 20 credits
3. Business Management 1 (BM101) - 20 credits
4. Economics 1 (ECO101) - 20 credits
5. Export Administration 1 (EA101) - 20 credits
6. International Trade 1 (IT101) - 20 credits

Year 2

1. Marketing 2 (MAR202) - 20 credits
2. Business Management 2 (BM202) - 20 credits
3. Export Administration 2 (EA202) - 20 credits
4. Export Management 2 (EM201) - 20 credits
5. Finance and Payments 2 (FP201) - 20 credits
6. International Trade Law 2 (ITL201) - 20 credits

Year 3

1. International Export Trade Strategy (ETS301) - 20 credits
2. Business Management 3 (BM303) - 20 credits
3. Finance and Payments 3 (FP302) - 20 credits
4. International Economics 3 (IE301) - 20 credits
5. International Marketing 3 (IM301) - 20 credits
6. International Trade Law 3 (ITL301) - 20 credits

The Diploma in Export Management can be completed within a minimum of three years. The Diploma in Export Management must be completed within eight years.

Bachelor of Business Administration (BBA) in Marketing Management

The BBA in Marketing Management will be offered at level 7 of the NQF (HEQSF aligned) and will consist of 400 credits. The BBA in Marketing Management comprises compulsory modules and elective modules. This degree consists of 20 modules and is structured as follows:

Compulsory modules Year 1

1. Marketing 1 (MAR101) - 20 credits
2. Business Communication 1 (BC101) - 20 credits
3. Business Law 1 (BL101) - 20 credits
4. Business Management 1 (BM101) - 20 credits
5. Business Statistics 1 (BS101) - 20 credits
6. Economics 1 (ECO101) - 20 credits
7. Financial Management 1 (FM101) - 20 credits

Year 2

1. Marketing 2 (MAR202) - 20 credits
2. Business Management 2 (BM202) - 20 credits
3. Economics 2 (ECO201) - 20 credits
4. Financial Management 2 (FM202) - 20 credits
5. Marketing Communications 2 (MC201) - 20 credits
6. Elective - 20 credits

Year 3

1. Marketing 3 (MAR303) - 20 credits
2. Business Management 3 (BM303) - 20 credits
3. Financial Management 3 (FM303) - 20 credits
4. International and Africa Marketing 3 (IAM301) - 20 credits
5. Marketing Research: Theory 3 (MRT301) - 20 credits
6. Marketing Research: Project 3 (MRP302) - 20 credits
7. Elective - 20 credits

Elective modules

You will need to select two of the following:

1. Brand Management (BM001) - 20 credits
2. Business-to-Business Marketing (BBM001) - 20 credits
3. e-Commerce (EC001) - 20 credits
4. Entrepreneurship (ENT001) - 20 credits
5. Human Resource Management (HRM001) - 20 credits
6. Product Management (PM001) - 20 credits
7. Retail Marketing (RM001) - 20 credits
8. Services Marketing (SEM001) - 20 credits
9. Tourism and Hospitality Marketing (THM001) - 20 credits

The BBA in Marketing Management can be completed within a minimum of three years. The BBA in Marketing Management must be completed within eight years.

Articulation from the Diploma in Marketing (programme offered by the IMM Graduate School prior to 2011) to the BBA in Marketing Management**Admission criteria**

Graduates must have successfully completed all modules on the Diploma in Marketing.

Application must be submitted within a five-year period after qualifying with the Diploma in Marketing.

The articulation from the Diploma in Marketing to the BBA consists of five compulsory modules and two electives. The articulation must be completed in four years.

Compulsory modules

1. Business Management 2 (BM202) – 20 credits*
2. Business Management 3 (BM303) – 20 credits
3. Financial Management 1 (FM101) – 20 credits
4. Financial Management 2 (FM202) – 20 credits
5. Marketing Research: Project 3 (MRP302) - 20 credits

Graduates who wrote Business Management on the Diploma in Marketing prior to 2011 will write Business Management 1 instead of Business Management 2.

Electives

A student must choose two electives from the list below:

1. Brand Management (BM001) - 20 credits
2. Business-to Business Marketing (BBM001) - 20 credits
3. e-Commerce (EC001) - 20 credits
4. Entrepreneurship (ENT001) - 20 credits
5. Human Resource Management (HRM001) - 20 credits
6. Product Management (PM001) - 20 credits
7. Retail Marketing (RM001) - 20 credits
8. Services Marketing (SEM001) - 20 credits
9. Tourism and Hospitality Management (THM001) - 20 credits

Articulation from the Diploma in Export Management offered by the IMM Graduate School to the BBA in Marketing Management Admission criteria

Graduates must have successfully completed all modules on the Diploma in Export Management. Applications must be submitted within a five-year period after

qualifying with the Diploma in Export Management.

The articulation from the Diploma in Export Management to the BBA consists of ten compulsory modules and two electives. The articulation must be completed in four years.

Compulsory modules

1. Business Law 1 (BL101) – 20 credits
2. Business Statistics 1 (BS101) – 20 credits
3. Economic 2 (ECO201) – 20 credits
4. Financial Management 1 (FM101) – 20 credits
5. Financial Management 2 (FM202) – 20 credits
6. Financial Management 3 (FM303) – 20 credits
7. Marketing Communications 2 (MC201) – 20 credits
8. Marketing 3 (MAR303) – 20 credits
9. Marketing Research: Theory 3 (MRT301) - 20 credits
10. Marketing Research: Project 3 (MRP302) - 20 credits

Electives

A student must choose two electives from the list below:

1. Brand Management (BM001) - 20 credits
2. Business-to Business Marketing (BBM001) - 20 credits
3. e-Commerce (EC001) - 20 credits
4. Entrepreneurship (ENT001) - 20 credits
5. Human Resource Management (HRM001) - 20 credits
6. Product Management (PM001) - 20 credits
7. Retail Marketing (RM001) - 20 credits
8. Services Marketing (SEM001) - 20 credits
9. Tourism and Hospitality Management (THM001) - 20 credits

Articulation from the Diploma in Marketing Management offered by the IMM Graduate School to the BBA in Marketing Management Admission criteria

Graduates must have successfully completed all modules on the Diploma in Marketing Management.

Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing Management.

The articulation from the Diploma in Marketing Management to the BBA in Marketing Management consists of seven compulsory modules and two electives.

The articulation must be completed in four years.

Compulsory modules

1. Business Law 1* (BL101) – 20 credits
2. Business Management 3 (BM303) – 20 credits
3. Business Statistics (BS101) – 20 credits
4. Economics 201 (ECO201) – 20 credits
5. Financial Management 3 (FM303) – 20 credits
6. Marketing Research: Project 3 (MRP302) - 20 credits
7. Marketing Research: Theory 3 (MRT301) - 20 credits

*If Business Law 1 was passed as an elective on the Diploma in Marketing Management the student must choose an additional elective.

Electives

A student must choose two/three electives from the list below:

1. Brand Management (BM001) - 20 credits
2. Business-to Business Marketing (BBM001) - 20 credits
3. e-Commerce (EC001) - 20 credits
4. Entrepreneurship (ENT001) - 20 credits
5. Human Resource Management (HRM001) - 20 credits
6. Product Management (PM001) - 20 credits
7. Retail Marketing (RM001) - 20 credits
8. Services Marketing (SEM001) - 20 credits
9. Tourism and Hospitality Management (THM001) - 20 credits

Bachelor of Commerce (BCom) in Marketing and Management Science**Bachelor of Commerce (BCom) in Marketing and Management Science offered up to including the 2014 academic year**

The BCom in Marketing and Management Science will be offered at level 7 of the NQF

(HEQSF aligned) and will consist of 360 credits. This qualification comprises 19 compulsory modules. This structure of the BCom changed in 2015 to include Supply Chain Management 1, 2 and 3.

Compulsory modules Year 1

1. Marketing 1 (MAR101) - 20 credits
2. Academic Literacy 1 (AL101) - non-credit bearing
3. Business Law 1 (BL101) – 20 credits
4. Business Management 1 (BM101) - 20 credits
5. Business Statistics 1 (BS101) - 20 credits
6. Economics 1 (ECO101) - 20 credits
7. Financial Management 1 (FM101) - 20 credits

Year 2

1. Marketing 2 (MAR202) - 20 credits
2. Business Management 2 (BM202) - 20 credits
3. Distribution and Logistics Management 2 (DLM201) – 20 credits
4. Economics 2 (ECO201) - 20 credits
5. Financial Management 2 (FM202) - 20 credits
6. Project Management 2 (PM201) - 20 credits

Year 3

1. Marketing 3 (MAR303) - 20 credits
2. Business Management 3 (BM303) - 20 credits
3. Business Research: Project 3 (BRP302) - 20 credits
4. Business Research: Theory 3 (BRT301) - 20 credits
5. Human Resource Management 3 (HRM301) – 20 credits
6. Operations Management 3 (OM301) - 20 credits

The BCom in Marketing and Management Science can be completed within a minimum of three years study. The BCom in Marketing and Management Science must be completed within eight years.

Articulation from the Diploma in Marketing Management offered by the IMM Graduate School, to the BCom in Marketing and Management Science for students who articulated up to 2014:**Admission criteria:**

Graduates must have successfully completed all modules on the Diploma in Marketing Management.

Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing Management.

The articulation from the Diploma in Marketing Management to the BCom in Marketing and Management Science consists of ten compulsory modules. The articulation must be completed in four years.

Compulsory modules

1. Business Law 1* (BL101) - 20 credits
2. Business Statistics 1 (BS101) - 20 credits
3. Distribution and Logistics Management 2 (DLM201) - 20 credits
4. Economics 2 (ECO201) - 20 credits
5. Project Management 2 (PRM201) - 20 credits
6. Business Management 3 (BM303) - 20 credits
7. Human Resource Management 3* (HRM001) - 20 credits
8. Operations Management 3 (OM301) - 20 credits
9. Business Research: Project 3 (BRP302) - 20 credits
10. Business Research: Theory 3 (BRT301) - 20 credits

* Students who have completed Business Law 1 and Human Resource Management as electives on the Diploma in Marketing Management will receive only one credit towards the BCom in Marketing and Management Science. Students will then be required to register and successfully complete the Entrepreneurship module.

Articulation from the Diploma in Marketing (programme offered by the IMM Graduate School pre 2011) to the BCom in Marketing and Management Science**Admission Criteria for students who articulated up to 2014:**

Graduates must have successfully completed all modules on the Diploma in Marketing. Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing.

The articulation from the Diploma in Marketing to the BCom in Marketing and Management Science will consist of nine modules. Students are not required to write Academic Literacy 1 as Business Communication was completed on the Diploma in Marketing.

Compulsory modules

1. Business Management 2* (BM202) - 20 credits
2. Distribution and Logistics Management 2 (DLM201) - 20 credits
3. Financial Management 2 (FM202) - 20 credits
4. Financial Management 3 (FM303) - 20 credits
5. Project Management 2 (PRM201) - 20 credits
6. Business Management 3 (BM303) - 20 credits
7. Human Resource Management 3 (HRM001) - 20 credits
8. Operations Management 3 (OM301) - 20 credits
9. Business Research: Project (BRP302) – 20 credits

* Students who wrote Business Management on the Diploma in Marketing before 2011 will write Business Management 1 instead of Business Management 2

Bachelor of Commerce (BCom) in Marketing and Management Science offered in the 2015 academic year

The BCom in Marketing and Management Science will be offered at level 7 of the NQF

(HEQSF aligned) and will consist of 360 credits. This qualification comprises 19 compulsory modules. This structure of the BCom was offered up until 2014.

Compulsory modules Year 1

1. Marketing 1 (MAR101) - 20 credits
2. Academic Literacy 1 (AL101) - non-credit bearing
3. Business Management 1 (BM101) - 20 credits
4. Business Statistics 1 (BS101) - 20 credits
5. Economics 1 (ECO101) - 20 credits
6. Financial Management 1 (FM101) - 20 credits
7. Supply Chain Management 1 (SCM101) – 20 credits

Year 2

1. Marketing 2 (MAR202) - 20 credits
2. Business Management 2 (BM202) - 20 credits
3. Economics 2 (ECO201) - 20 credits
4. Financial Management (FM202) - 20 credits
5. Project Management 2 (PRM201) - 20 credits
6. Supply Chain Management 2 (SCM202) – 20 credits

Year 3

1. Marketing 3 (MAR303) - 20 credits
2. Business Management 3 (BM303) - 20 credits
3. Business Research: Theory 3 (BRT301) - 20 credits
4. Business Research: Project 3 (BRP302) - 20 credits
5. Operations Management 3 (OM301) - 20 credits
6. Supply Chain Management 3 (SCM303) – 20 credits

The BCom in Marketing and Management Science can be completed within a minimum of three years study. The BCom in Marketing and Management Science must be completed within eight years.

Articulation from the Diploma in Marketing Management, offered by the IMM Graduate School, to the BCom in Marketing and Management Science for students who articulated in 2015:

Admission criteria:

Graduates must have successfully completed all modules on the Diploma in Marketing Management.

Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing Management.

The articulation from the Diploma in Marketing Management to the BCom in Marketing and Management Science consists of ten compulsory modules. The articulation must be completed in four years.

Compulsory modules

1. Business Management 3 (BM303) - 20 credits
2. Business Research: Project 3 (BRP302) - 20 credits
3. Business Research: Theory 3 (BRT301) - 20 credits
4. Business Statistics 1 (BS101) - 20 credits
5. Economics 2 (ECO201) - 20 credits
6. Operations Management 3 (OM301) - 20 credits
7. Project Management 2 (PM201) - 20 credits
8. Supply Chain Management 1 (SCM101) - 20 credits
9. Supply Chain Management 2 (SCM202) - 20 credits
10. Supply Chain Management 2 (SCM303) - 20 credits

Articulation from the Diploma in Marketing (programme offered by the IMM Graduate School pre 2011) to the BCom in Marketing and Management Science for students who articulated in 2015:

Admission Criteria:

Graduates must have successfully completed all modules on the Diploma in Marketing. Applications must be submitted within a five-year period after qualifying with the Diploma in Marketing.

The articulation from the Diploma in Marketing to the BCom in Marketing and Management Science consists of ten compulsory modules. The articulation must be completed within four years.

Compulsory modules

1. Business Management 2 (BM202) - 20 credits
2. Business Management 3 (BM303) - 20 credits
3. Business Research: Project 3 (BRP302) - 20 credits
4. Financial Management 1 (FM101) - 20 credits
5. Financial Management 2 (FM202) - 20 credits
6. Project Management 2 (PM201) - 20 credits
7. Operations Management 3 (OM301) - 20 credits
8. Supply Chain Management 1 (SCM101) - 20 credits
9. Supply Chain Management 2 (SCM202) - 20 credits
10. Supply Chain Management 2 (SCM303) - 20 credits

***Students who wrote Business Management on the Diploma in Marketing prior to 2011, will write Business Management 1 instead of Business Management 2.*

Students who wish to articulate from the Higher Certificates to the BBA or BCom must contact the Registrar who will confirm which modules will be carried forward to either degree.

Articulation from the Diploma in Export Management offered by the IMM Graduate School to the BCom in Marketing and Management Science Admission criteria

Graduates must have successfully completed all modules on the Diploma in Export Management. Application must be submitted within a five-year period after

qualifying with the Diploma in Export Management.

The articulation from the Diploma in Export Management to the BCom consists of thirteen compulsory modules. The articulation must be completed in four years.

Compulsory modules

1. Business Research: Theory 3 (BRT301) - 20 credits
2. Business Research: Project 3 (BRT302) - 20 credits
3. Business Statistics 1 (BS101) - 20 credits
4. Economics 2 (ECO201) - 20 credits
5. Financial Management 1 (FM101) – 20 credits
6. Financial Management 2 (FM202) – 20 credits
7. Financial Management 3 (FM303) – 20 credits
8. Marketing 3 (MAR303) – 20 credits
9. Operations Management 3 (OM301) – 20 credits
10. Project Management 2 (PRM201) – 20 credits
11. Supply Chain Management 1 (SCM101) – 20 credits
12. Supply Chain Management 2 (SCM202) – 20 credits
13. Supply Chain Management 3 (SCM303) – 20 credits

Programmes offered to IMM Graduate School students who registered up to and including the 2010 academic year

Programmes offered prior to 2011

All programmes listed below will enter the teach-out process as from 2011. The modules in these programmes will only be examined up to the second semester of 2014.

The IMM Graduate School offered the following programmes:

Undergraduate Programmes:

1. Certificate in Retail Marketing
2. Certificate in Sales Management
3. Diploma in Marketing
4. Bachelor of Business Administration (Marketing)

Postgraduate Programme:

1. Postgraduate Diploma in Marketing

Once a student has qualified with the Bachelor of Business Administration no certificate programmes may be attempted.

Programmes being phased out from 2009

The following certificates, diplomas and degree have been phased out. Information concerning the last dates to register for an examination is indicated below against the respective qualifications. In terms of the IMM Graduate School teach-out policy, all current students, who are enrolled on programmes that are to be phased out, will be allowed to complete their programmes within the specified time limit for that programme.

1. *Certificate in Marketing Communications: Advertising Specialisation or Public Relations Specialisation*

No student registrations in 2009

Last registration for examination: October 2010

1. *Diploma in Advertising*

No student registrations in 2009

Last registration for examination: October 2010

1. *Diploma in Marketing Research*

No student registrations in 2009

Last registration for examination: October 2010

1. *Bachelor of Business Administration (Marketing Communications)*

No student registrations in 2009

Last	registration	for	examination:	October	2010
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Duration of studies

The minimum and maximum years of completion are indicated below, however all students were required to complete their qualification by the end of 2014:

Certificate in Retail Marketing

Minimum one year; maximum four years

Certificate in Sales Management

Minimum one year; maximum four years

Diploma in Marketing

Minimum three years; maximum eight years

Bachelor of Business Administration (Marketing)

Minimum three years; maximum eight years

Articulation from Diploma in Marketing to Bachelor of Business Administration (Marketing)

Minimum one year; maximum four years

Postgraduate Diploma in Marketing

Minimum two years; maximum three years

Maximum Rewrites

The IMM Graduate School will allow a student to fail any module five times only. Thereafter he/she is obliged to consult with the Dean of Faculty regarding continuation of studies.

The following modules must be passed in the prescribed order:

1. Principles of Marketing before Practice of Marketing
2. Practice of Marketing before Marketing Strategy
3. It is also recommended that students complete and pass Statistical Analysis before attempting Marketing Research.

Designator Letters

Students who have completed the Diploma or Degree programmes may use the following designator letters:

Diploma in Marketing Diploma in Advertising
Diploma in Marketing Research Bachelor of Business Administration Postgraduate Diploma in Marketing
Dip Mkt (IMM) Dip Adv (IMM)
Dip Mkt Res (IMM) BBA Mkt (IMM)
P Gr Dip Mkt (IMM)

Undergraduate programmes

Certificate in Sales Management

1. Business Law (BL)
2. Business Management (BM)
3. Financial Management (FM)
4. Practice of Marketing (M2)
5. Principles of Marketing (M1)
6. Sales Management (SALM)

Certificate in Retail Marketing

1. Business Communication (BC)
2. Consumer and Buyer Behaviour (CBB)
3. Marketing Communications (MC)
4. Principles of Marketing (M1)
5. Retail Marketing (RM)

Diploma in Marketing Year 1

1. Business Communication (BC)
2. Business Law (BL)
3. Business Management (BM)
4. Macroeconomics (MAC)
5. Microeconomics (MIC)
6. Principles of Marketing (M1)

Year 2

1. Consumer and Buyer Behaviour (CBB)
2. Marketing Communications (MC)
3. Practice of Marketing (M2)
4. Statistical Analysis (STAT)

Year 3

1. Financial Management (FM)
2. International Marketing (M3)
3. Marketing Research (MR)
4. Marketing Strategy (M4)

Bachelor of Business Administration (Marketing) Year 1

1. Business Communication (BC)
2. Business Law (BL)
3. Business Management (BM)
4. Macroeconomics (MAC)
5. Microeconomics (MIC)
6. Principles of Marketing (M1)
7. Statistical Analysis (STAT)

Year 2

1. Consumer and Buyer Behaviour (CBB)
1. Financial Accounting (FA)
2. Human Resource Management (HRM)
3. Management Accounting (MA)
4. Marketing Communications (MC)
5. Practice of Marketing (M2)

Year 3

1. Distribution and Logistics Management (DLM)
2. Financial Management (FM)
3. International Marketing (M3)
4. Marketing Research (MR)

Year 4

1. Marketing Strategy (M4)
2. Strategic Management (STRM)

Elective modules (Select two)

1. Business-to-Business Marketing (BBM)
2. e-Commerce (EC)
3. Entrepreneurship (ENT)
4. Product Management (PM)
5. Retail Marketing (RM)
6. Sales Management (SALM)
7. Services Marketing (SERM)

Postgraduate programmes**Postgraduate Diploma in Marketing Compulsory modules:**

1. Advanced Marketing Research
2. Advanced Strategic Marketing

Elective modules (Select two)

1. Advanced International Marketing
2. Advanced Promotional Strategy
3. Advanced Services Marketing

Dissertation

Students are required to prepare and submit a marketing or marketing-related dissertation.

Curricula**Undergraduate Programmes**

Modules are listed in alphabetical order and not in sequence of completion.

Business Communication (BC) Objective:

The objective of this module is to impress upon students the critical importance of effective communication in business. Students will be expected to demonstrate their theoretical knowledge and practical application of communication techniques in the relevant business situations.

Content:

1. Communication in business today
2. Developing basic communication skills
3. Modes of communication
4. Oral communication
5. Group communication
6. Written communication
7. Graphic communication
8. Business correspondence
9. Inter-cultural communication
10. Language usage

Business Law (BL) Objective:

The objective of this module is to give background knowledge of legal principles that will be useful to marketing students.

Content:

1. Law of contract
2. Law of sale
3. Law of lease
4. Law of credit agreements
5. Law of insurance
6. Law of partnerships
7. Labour law
8. Law of negotiable instruments
9. Law of agency
10. Law of surety
11. Law of trade marks
12. Law of copyright
13. Law of patents
14. Maintenance and promotion of competition

Business Management (BM) Objective:

The objective of this module is to understand the basic concepts, theories and principles of management, and to apply the knowledge to practical problems and tasks of management.

Content:

1. Introduction to management
2. Managing in a changing environment
3. Goal formulation
4. Planning
5. Strategic planning
6. Managerial decision-making
7. Information management
8. Organisational design
9. Authority, power and job design
10. Organisational culture and change
11. Motivation
12. Leadership
13. Control
14. Groups and teams in the organisation
15. Management of diversity

Business-to-Business Marketing (BBM) Objective:

The objective of this module is to ensure that the student is able to develop a marketing plan and strategy for a firm that sells to business markets.

Content:

1. The fundamentals of business-to-business marketing
2. Business markets and products
3. How organisations make buying decisions
4. Models of organisational buyer behaviour
5. Business market segmentation
6. Designing and managing the business marketing mix
7. Controlling Business-to-Business Marketing programmes

Consumer and Buyer Behaviour (CBB) Objective:

The objective of this module is to provide students with a thorough appreciation of consumer and buyer behaviour concepts and their application in the marketing environment.

Content:

1. Introduction to consumer behaviour
2. Individual influences affecting consumers
3. Group, social and cultural influences affecting consumers
4. The consumer decision-making process

Distribution and Logistics Management (DLM) Objective:

The objective of this module is to provide students with an understanding of how to design, develop and maintain effective relationships among marketing channel members.

Content:

1. The structure and functions of marketing channels
2. Understanding channel intermediaries: wholesalers and retailers
3. Logistics of distribution: structure and strategy
4. Designing channel systems
5. Aspects of channel management
6. Assessing marketing channel performance

e-Commerce (EC) Objective:

The objective of this module is to provide students with a full understanding of e-Commerce and how it impacts on modern business practice.

Content:

1. Overview of electronic commerce
2. The role of independent third parties in e-Commerce
3. EDI, electronic commerce and the Internet
4. Internet security standards
5. Cryptography and authentication
6. Firewalls
7. Intelligent agents
8. Web-based marketing

Entrepreneurship (ENT) Objective:

The objective of this module is to provide students with the skills and knowledge to be able to effectively start up a business.

Content:

1. Generating and evaluating business ideas and markets
2. Designing business plans
3. Funding a business
4. Taxation and legal compliance of business start-ups
5. Planning for success
6. Developing strategies
7. Using computer technology
8. Financial planning and controls

Financial Accounting (FA) Objective:

The objective of this module is to establish financial literacy.

Content:

1. Introduction to financial statements
2. Entry concepts are introduced as being essential to the understanding of how transactions affect equity
3. Introduction to the accounting equation in the form of assets = owner equity plus liabilities
4. Cash flow statements, analysis of financial statements and incomplete records
5. Characteristics of financial success

Financial Management (FM) Objective:

The objective of this module is to emphasise the need for financial literacy on the part of the marketing specialists, by developing the student's ability to interpret financial reports, apply basic financial techniques to marketing operations and to understand the essential indicators of the firm's financial position.

Content:

1. Performance analysis - Income statement
2. Balance sheet
3. Cash flow
4. Long-term planning
5. Short-term planning
6. Control
7. Applications: product, price, promotion and distribution

Human Resource Management (HRM) Objective:

The objective of this module is to provide an understanding of the human aspects of business.

Content:

1. Factors influencing attitudes in the workplace
2. Design and evaluation of key human resource management processes
3. Frameworks for understanding the function of a human resource department
4. Integration of human resource strategy and a business plan

Management Accounting (MA) Objective:

The objective of this module is to determine the cost of a product based on absorption and variable cost; to take short-term decisions based on relevant cost; and to evaluate long-term projects based on relevant cost.

Content:

1. Nature of costs: cost classification, fixed and variable costs
2. Cost management: materials and labour
3. Cost management: overheads
4. Types of costing systems and their accounting procedures
5. Standard costing: design of standard costing systems
6. Budgeting: preparation of various types of budgets

Marketing Communications (MC) Objective:

The objective of this module is to expand the student's knowledge of the role of Integrated Marketing Communications (IMC) in an organisation. It is of the utmost importance that students acquire a working knowledge of all the fundamental concepts involved, and develop a strategic, practical approach in applying the module material.

Students are required to:

1. Understand the principles of communication
2. Understand the six basic concepts of integrated marketing communications (IMC)
3. Think strategically regarding marketing communications

Content:

1. Advertising
2. Personal selling
3. Sales promotion
4. Other forms of promotional strategy
5. Coordination and control

International Marketing (M3) Objective:

The objective of this module is to introduce the student to Marketing Strategy Planning for International Markets. Once the student has completed this module, he/she should be able to do the following:

1. Understand the various ways that businesses can get into international marketing.
2. Understand what multinational corporations are.
3. Understand the kinds of opportunities in international markets, and the international environments that create these.
4. Understand the market dimensions that may be useful in segmenting international markets.
5. Understand the following terms: exporting, licensing, contract manufacturing, management contracting, joint venturing, wholly-owned subsidiary, multinational corporations, tariffs, quotas, gross national product (GNP).
6. Construct a simple but robust plan for entering international markets, which would include understanding if and how product, pricing, distribution and promotional strategies should be adapted to the international environment.

Content:

1. Scope and challenge of global marketing
2. Global business environment
3. Research global markets
4. Understanding international culture
5. Political and legal environment of international marketing
6. Emerging markets and market behaviour
7. Global business groupings
8. Global distribution
9. Writing the international marketing plan
10. Export principles
11. Consumer product strategy
12. International advertising and promotion
13. International sales
14. International pricing strategy
15. Financial requirements for global markets

Marketing Research (MR) Objective:

The objective of this module is to provide a solid foundation to both users and suppliers of marketing research - combining a thorough description of underlying principles with suggested procedures for applying these principles in practice. Students who succeed in this module are able to do the following: Understand the marketing research process.

1. Write a research brief.
2. Propose a design for a marketing research project.
3. Write a research proposal.
4. Formulate research objectives (based on a management problem).
5. Understand sampling.
6. Interpret data.
7. Write a brief management report given simple research results.
8. Perform all of the above for both quantitative and qualitative research methodologies.

Content:

1. Marketing research in practice
2. Marketing information and decision support systems
3. The research process and research design
4. Secondary data
5. Commercial surveys, audits and panels
6. Survey research
7. Measurement in marketing research
8. Questionnaire design
9. Direct response attitude scales and measures of emotion
10. Derived attitude scales
11. Observation and physiological measures
12. The sampling process
13. Data reduction and estimation
14. Univariate hypothesis testing
15. Measures of association
16. Multivariate hypothesis testing
17. Experimentation
18. Qualitative research
19. Sample size determination

Marketing Strategy (M4) Objective:

The objective of this module is to emphasise the development of creative marketing strategies to address marketing problems and opportunities. Successful completion of this module equips the student to execute the following:

1. Identify, define and rank the problem/s contained in marketing case studies.
2. Formulate working hypotheses regarding the solutions to problem/s contained in marketing case studies.
3. Assemble, order, analyse and interpret both qualitative and quantitative data relating to a marketing case study, using the appropriate analytical procedures and models.
4. Describe and substantiate all working assumptions made regarding the case problem/s, hypotheses and data.
5. Formulate appropriate recommendations for marketing strategy as a proposed solution to the case problem/s. This module is based on case study analysis.

Content:

1. The Marketing Concept
2. Strategic marketing planning
3. Marketing organisation
4. Competitive analysis
5. Industry analysis
6. Customer analysis
7. Environmental analysis
8. Market potential/forecasting
9. Setting objectives
10. Allocating/budgeting
11. Profit planning
12. Implementation
13. The Marketing Mix

Microeconomics (MIC) / Macroeconomics (MAC) Objective:

1. The objective of these modules is to familiarise students with the following:
2. Basic economic concepts.
3. Demand and supply side of markets.
4. Market forms.
5. National income determination and aggregate demand and supply.
6. Monetary sector.
7. Macroeconomic policy.
8. Small, open developing economies.

Content:

1. Economic concepts; resource constraints and scarcity, opportunity cost, absolute advantage, comparative advantage, terms of trade
2. Consumer and producer behaviour
3. Market forms
4. National income determination
5. Aggregate demand and supply
6. The monetary sector
7. Macroeconomic policy
8. Current problems and policy options in developing economies

Practice of Marketing (M2) Objective:

The objective of this module is to introduce students to the application of the marketing knowledge already obtained in Principles of Marketing. This module serves as a bridge between Principles of Marketing and Marketing Strategy.

This module aims to provide students with an understanding of the marketing process and how to integrate it into the marketing plan.

Content:

1. Understanding the marketing process
2. The marketing planning process
3. The marketing audit
4. Setting marketing objectives and strategies
5. Advertising, sales promotion and sales plan
6. Pricing plan
7. Distribution plan
8. Marketing information, forecasting and organisation for marketing planning
9. Designing and implementing a marketing planning system

Principles of Marketing (M1) Objective:

The objective of this module is to provide students with the following marketing skills:

1. Build awareness and an understanding of the basic concepts involved in marketing.
2. Create awareness of marketing terminology with precise definition.
3. Introduce students to the fundamentals of marketing.
4. Give insights and provide examples to the values of practical application of marketing philosophy and principles.
5. Provide an adequate base for students to move on to practical application of marketing through objective analysis and development of appropriate strategies and marketing plans.

Content:

1. Basic concepts and marketing planning
2. Finding target market opportunities with market segmentation
3. The importance of understanding external environments and use of marketing research
4. A closer look at customers
5. Developing a marketing mix out of the 4 Ps
 1. Product planning and product management
 2. Distribution and place
 3. Promotion
 4. Price
6. Implementing and controlling marketing plans and ethical marketing
7. Managing marketing's link with other functional areas

Product Management (PM) Objective:

The objective of this module is to enable students to manage the product and services function of an organisation.

Content:

1. Introduction to product management
2. Product category analysis
3. Developing a product strategy
4. Pricing decisions for product management
5. Advertising and promotion decisions for product management
6. Brand value maintenance and product modification
7. Customer service and contact to the product manager
8. Control in product management
9. The product plan

Retail Marketing (RM) Objective:

The objective of this module is to provide the student with a thorough appreciation of modern retailing and merchandising theory and practice. It covers the nature and functions of retailing as well as merchandise management and merchandising.

Content:

1. Market structure: classification and trends, explanations of change
2. Retail strategy
3. Monitoring the environments affecting strategy development
4. Determining markets in which to compete
5. Deciding how to compete
6. The marketing plan

Sales Management (SALM) Objective:

The objective of this module is to introduce students to the principles, practice and skills necessary to achieve success in the field of sales management. The importance of sales management as a key element of a marketer's promotional mix is stressed, as in the need for professionalism in sales management. Since sales management is a practical "hands-on" function, it is essential that students appreciate that application of the principles covered by this module is the critical requirement for success. While this can ultimately only be done in a practical setting, students are expected to analyse appropriate case studies and present solutions to the problems posed.

Content:

1. The job of sales management
2. Planning the sales effort
3. Developing the sales force
4. Directing the sales force
5. Evaluating sales force performance

Services Marketing (SERM) Objective:

1. The objective of this module is to provide students with the skills to formulate a marketing plan and strategy for a service organisation.

Content:

1. Introduction to service marketing
2. Understanding the service customer
3. Understanding service operations
4. Managing the service experience
5. Developing the Marketing Mix for services (8 Ps)
6. Competing as a service firm
7. Service quality and recovery
8. The marketing plan for services

Statistical Analysis (STAT) Objective:

The objective of this module is to provide students with an overview of statistical techniques analysing marketing data, where such data is gathered mainly through marketing research. Students should be familiar with the data requirements of each technique and be able to apply the techniques to marketing data and provide marketing interpretations to their findings. In addition, students must understand the marketing research process as it relates to data collection for statistical analysis purposes.

Content:

1. Marketing information and marketing research
2. The marketing research process
3. Data types and sources
4. Primary data collection approaches and questionnaire design
5. Data analysis and interpretation
6. Exploratory data analysis using data summary methods and descriptive statistics
7. Measuring uncertainty: probability concepts and distributions
8. The sampling plan: sampling, sampling process and sampling methods
9. Data analysis and interpretation
10. Inferential statistical methods
11. Data analysis and interpretation
12. Measures of association between two random variables

Strategic Management (STRM) Objective:

The objective of this module is to equip students with the tools to develop a strategic plan for an organisation.

Content:

1. Basic tools for the strategic analysis of the external and internal environment of the organisation
2. Industry and competitor analysis
3. Internal organisational alternatives
4. Strategic evaluation and selection
5. Strategic implementation and content

Postgraduate Diploma in Marketing

Modules are listed in alphabetical order and not in sequence of completion.

Advanced International Marketing Objective:

The objective of this module focuses on to two main areas:

1. The development of international marketing strategy within an organisation and,
2. The diagnosis of some of the factors that may hinder its implementations.

Content:

1. The major topics covered in this module are competitive global marketing strategy, international marketing planning and international decision- making
2. Specific issues and topics
 1. Formulate and execute global marketing strategy
 2. International marketing planning
 3. Develop and implement international marketing plans
 4. Global marketing analysis
 5. Interpret international marketing data
 6. Forecast international demand
 7. Global competitive dynamics and rivalry
 8. Addressing the challenges of uncertain global environmental forces

Advanced Marketing Research Objective:

The objective of this module is to provide a broad, practical understanding of marketing research through exposure to theoretical and practical issues regarding research design, sampling, data analysis, cross-cultural issues and the agency-client relationship.

Content:

1. Marketing research environments, the research agency, problem identification and research project planning
2. Secondary data: free and almost free information
3. Qualitative research: focus groups, depth interviews and other techniques
4. Survey interviewing techniques: personal interviews, mail, telephone and other methods
5. Sampling fundamentals and procedures
6. Questionnaire design, measurements scales, attitude scaling and cross-cultural considerations
7. Reliability, validity, pre-testing and fielding the research instrument
8. What research can and cannot do: hypothesis testing and simple data analysis techniques
9. A simple introduction to the use of multivariate analysis, cluster analysis, correspondence analysis, discriminant analysis, factor analysis, multi-dimensional scaling and regression
10. Strategic studies: advertising research, segmentation and positioning studies, new product development, name and pack testing

Advanced Promotional Strategy Objective:

The objective of this module is to focus on the role of promotional strategy in an organisation, with emphasis on components of an organisation's integrated communication studies.

Content:

1. Promotional objectives
2. Management of advertising efforts
3. Personal selling
4. Sales promotions
5. Direct marketing
6. Public relations

Advanced Services Marketing Objective:

The objective of this module is to equip students with the appropriate skills and concepts relevant to the marketing of services. Student will gain an understanding that services are unique with regard to their intangibility and therefore require specific solutions to marketing problems.

Content:

1. Distinctive aspects of services
2. Service classifications
3. The Services Marketing Mix (8 Ps)
4. The role of the service customer
5. Service standards and Blueprinting
6. Supplementary services
7. The Servicescape and Physical evidence
8. Defining and measuring service quality (SERVQUAL MODEL)
9. Managing demand and capacity
10. Human resource implications in services

Advanced Strategic Marketing Objective:

The objective of this module is to synthesise the student's total body of marketing knowledge; to examine the techniques used to develop a strategic marketing process; and to enable the student to develop strategic marketing plans.

Content:

1. The nature of strategic marketing planning
2. Environmental analysis
3. Industry and competitor analysis
4. Internal analysis
5. Experience curves and portfolio analysis
6. Creating strategic competitive advantages
7. Developing the strategic marketing plan

Dissertation

After successful completion of the core modules and the two electives, Postgraduate Diploma students are required to prepare and submit a dissertation on a marketing or marketing-related topic. The dissertation is supervised by a senior academic appointed by the IMM Graduate School.

1. Each student's dissertation will be evaluated by his/her supervisor and by a member of the IMM Graduate School's External Examining Body.
2. The IMM Graduate School's Academic Board ensures that all supervisors of the dissertation and members of the IMM Graduate School's External Examining Body are senior academics teaching at universities and business schools both locally and internationally.