

Applied Business Management

1. Overview

The purpose of this Workplace Learning Programme (WLP) is to equip participants with practical business management knowledge and skills required to effectively perform management functions in contemporary organisations. The programme focuses on the application of planning, organising, leading and controlling within dynamic business environments, while considering ethical responsibilities, corporate governance, diversity, organisational change, and contemporary South African business challenges.

2. Programme Outcome:

- Apply key management theories and principles to organisational situations and business challenges
- Analyse internal and external business environments to support effective planning and decision-making
- Apply planning tools, strategies and decision-making techniques to achieve organisational objectives
- Apply organisational design, delegation and change management principles to improve organisational effectiveness
- Demonstrate leadership, communication, motivation and teamwork skills in diverse workplace contexts
- Apply control systems and performance management practices to support organisational performance and accountability
- Evaluate the impact of contemporary business issues on organisational sustainability and competitiveness
- Demonstrate ethical decision-making and responsible management practices within organisational environments

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0366

NQF Level:

6

Credits:

20

Entry Requirements:

NQF Level 4 qualification (Grade 12/National Senior Certificate or equivalent)

Training Options:

Online - The SLP is delivered through a blended online support model consisting of:

Activity	Duration
Session 1: Introduction to the SLP and Formative Assessment Briefing	2 Hours
Session 2: Formative Assessment Feedback and Consultation Session	1 Hour
Session 3: Contact Session (Content Consolidation and Discussion)	2 Hours
Session 4: Examination Preparation and Revision Session	2 Hours
Total Facilitated Engagement	7 Hours

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Participants will also have ongoing access to academic support through the LMS discussion forums throughout the project period.

Minimum Participants Required: (1) Online & (1) Blended

3. Topics

Module 1: Management Foundations and Contemporary Management Thinking

- Evolution of management thought
- Classical, behavioural and contemporary management theories
- Application of management theories in organisations
- Management approaches for modern business environments
- Ethical management practices

Module 2: Planning and Decision-Making in Dynamic Environments

- External business environment analysis
- Strategic, tactical and operational planning
- Competitive strategies
- Decision-making models and techniques
- Knowledge management
- Benchmarking and continuous improvement
- Scenario planning and forecasting

Module 3: Organising and Managing Change

- Organisational structure and design
- Authority, responsibility and accountability
- Delegation and departmentalisation
- Centralisation and decentralisation
- Organisational change and innovation
- Learning organisations
- Managing resistance to change

Module 4: Leadership, Communication and Team Performance

- Motivation theories and employee performance
- Leadership theories and styles
- Leadership development
- Organisational communication
- Technology and communication
- Team dynamics and team effectiveness
- Organisational culture and diversity management

We trust that the above is in order and look forward to hearing from you for Implementation

Module 5: Performance Control and Corporate Governance

- Principles and processes of organisational control
- Performance measurement and monitoring
- Financial and operational controls
- Technology-enabled control systems
- Corporate governance and accountability

Module 6: Contemporary Business Challenges

- Risk and disaster management
- HIV/AIDS and workplace implications
- Broad-Based Black Economic Empowerment (B-BBEE)
- Globalisation and sustainability
- Emerging consumer markets
- Contemporary South African business issues

Module 7: Ethical Management and Corporate Citizenship

- Business ethics
- Ethical decision-making models
- Corporate social responsibility
- Stakeholder management
- Whistle-blowing and ethical conduct
- Responsible corporate citizenship

4. Assessments

Participants will be assessed through a combination of practical assignments, case study analyses, workplace-based applications, reflective activities, and an integrated summative assessment designed to evaluate the application of business management principles in real-world contexts.

Successful participants will receive a certificate of completion.

5. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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