



University of Pretoria Yearbook 2022

PGDip (General Management) (07220019)

Department Gordon Institute of Business Science

Minimum duration of study 1 year

Total credits 120

NQF level 08

Examinations and pass requirements

1. The minimum pass mark for each prescribed module is 50%.,provided that a subminimum of 45% has been obtained in the examination or an examined component
2. A candidate who has failed more than two modules may not continue with his/her studies for the diploma, except with the approval of the Dean.

Refer to the GIBS student guidelines and regulations.



Curriculum: Final year

Minimum credits: 120

Students need to select elective modules to the value of 40 credits. Students must contact the Faculty Administration to establish which electives are being offered.

Core modules

Applied business project 751 (GIA 751)

Module credits	20.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse business problems, derive appropriate solutions, and communicate them effectively. Through classroom instruction and individual feedback, students learn to analyse a business case, generate and review solutions, and prepare a clear, logical written summary of their analysis. Students analyse the problem, conduct the appropriate research in the industry, apply the models and techniques covered, and prepare a consulting report for presentation to management and faculty.

Business communication for impact 753 (GIA 753)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse communication strategies and the impact they have on markets. The skills learnt include the cognitive skills of analysing, evaluating and synthesising complex material, and the communication skills of presenting findings in oral and written English.

Financial accounting and management 780 (GIE 780)

Module credits	10.00
NQF Level	08



Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module is designed to equip participants with the necessary skills to analyse and interpret financial information. An overview of the preparation of simple financial statements serves as the basis for understanding the uses and limitations of the financial reports that companies prepare for shareholders and other external agencies. Topics dealt with in-depth include the contents of financial reports, ratio analysis and cash flow analysis, in addition to specific techniques developed for prediction of financial failure and vulnerability to takeover. Actual financial statements are analysed, and participants are expected to be familiar with real cases in the current financial press. You will become familiar with how financial statements such as balance sheets, income statements, and cash flow statements are structured. Various methods of critically evaluating them in order to make conclusions about the company's financial strength or weaknesses, and future possibilities such as financial failure or the probability of takeover will be discussed.

Microeconomics: Prices and markets 781 (GIE 781)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

In this module students will be introduced to micro-economic theory and its application to real business situations. The aim of the course is to establish a rigorous appreciation for the main drivers of any business and to show how different variables will impact the company bottom line. The course begins by examining consumer demand. Students will examine why consumers act in a particular way, how they may react to market changes and what strategies a startup company or corporate may undertake to maximise its revenue in both the short and the long term. The course then shifts to focus on the production decisions of a company and examines in detail the different types of costs within an organisation, what variables positively and negatively affect these costs and how these costs can be managed to maximise profits and profitability. Different market structures are analysed to assist students in placing their firm and sector in an appropriate market structure thus providing useful insight into options regarding inter firm rivalry, firm interdependence and strategies to deal with competition from similar firms. The course is designed to give the student a set of tools, models and causal chains which will help them make more informed strategic decisions regarding: the pricing of their goods, their cost management, their competition strategies and options to maximise profitability.



Human resources strategy 782 (GIE 782)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module explains both how human resource systems should support the achievement of strategic objectives in context, and how line managers should manage people to achieve those objectives. Module topics include the management of strategic human resources (aligning HR and business strategy, succession planning, and the war for talent), management of HR-firm infrastructure, training and development, managing employee contributions (performance management and industrial relations), and integrating HR strategies and business strategies. The role of the line manager in managing performance will be considered, and underpinned by an overview of the causes of human behaviour in organisations. The module will include case studies to illustrate unique problems and approaches to HR strategy. You will learn the strategic value of effective management of human resources and how alternative HR strategies deliver different results.

Human behaviour and performance 783 (GIE 783)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

In this module students will be introduced to the dynamics of human behaviour in South African society and organisations. It will explore the dynamics of interpersonal relationships, the diversity of South African culture, the impact of the political and economic history of South Africa on human behaviour, the current and future dynamics of human interaction and processes that affect organisations, markets and society. Students will explore issues related to race, ethnicity, gender and economic status and their impact on the economy and society as a whole. Building on this understanding, students will examine effective ways of attracting, retaining and managing talented individuals when building or growing a new company in a South African context.

Marketing 784 (GIE 784)

Module credits	10.00
NQF Level	08



Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module teaches a systematic approach to marketing decision making in order to match continuously changing market opportunities with the internal resources of the company in terms of production capacity, people and finance. Key topics include understanding the market and the customers, analysing marketing opportunities, developing marketing strategies, planning marketing programmes, and assessing new directions for marketing, particularly the impact of e-business. By critically examining an extensive theoretical base of marketing literature, and reviewing local and international case studies, you will develop the skills and insights required to formulate and evaluate an effective marketing strategy within the context of overall corporate objectives. You will evaluate the changing role of marketing in the knowledge economy, and how marketing interfaces with other functional areas within the organisation.

Macroeconomics: National competitiveness 785 (GIE 785)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

In this module students will examine the macroeconomic and socio-political environment in which business operates. Its aims are, firstly, to demonstrate the multi-faceted way in which global economic trends and domestic socio-political strategies impact existing and startup businesses in the private sector. Secondly, the module aims to provide participants with an insight into, and understanding of, the major causal relationships encountered in the macroeconomic equation. The key topics include the political/economic cycle, a concise profile of the South African economy, aggregate supply analysis, aggregate demand analysis, public sector economics, international economics, globalisation and international competitiveness, monetary economics, and economic indicators (including the business cycle, inflation and unemployment). This course will provide students with the conceptual frameworks and analytical tools needed to understand and predict the impact of macroeconomics on their businesses. The focus on the South African economy within the context of the global environment and the resultant challenges for business will provide students with an important perspective on doing business in South Africa in the future

Operations management 786 (GIE 786)

Module credits	10.00
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NQF Level	08
Prerequisites	No prerequisites.
Contact time	Twenty four hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 1 or Semester 2

Module content

This module explains both how human resource systems should support the achievement of strategic objectives in context, and how line managers should manage people to achieve those objectives. Module topics include the management of strategic human resources (aligning HR and business strategy, succession planning, and the war for talent), management of HR-firm infrastructure, training and development, managing employee contributions (performance management and industrial relations), and integrating HR strategies and business strategies. The role of the line manager in managing performance will be considered, and underpinned by an overview of the causes of human behaviour in organisations. The module will include case studies to illustrate unique problems and approaches to HR strategy. You will learn the strategic value of effective management of human resources and how alternative HR strategies deliver different results.

Corporate finance techniques 788 (GIE 788)

Module credits	10.00
NQF Level	08
Prerequisites	Financial accounting and management.
Contact time	35 blended contact hours
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

Corporate finance techniques encompass financial skills that every general manager requires. The course includes financial calculations; the use of financial statements; equity versus debt financing; distribution mechanisms; capital allocation (investment evaluation and rates of return).

Elective modules

Programming for data 710 (GIA 710)

Module credits	10.00
NQF Level	08
Prerequisites	No prerequisite.
Contact time	35 contact hours per 3 week-cycle
Department	Gordon Institute of Business Science



Period of presentation Semester 1 or Semester 2

Module content

This module introduces fundamental programming concepts including data structures, networked application program interfaces, and databases. Students will design and create applications for data retrieval, processing, and visualization.

Applied data science 711 (GIA 711)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 35 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

This course examines fundamental principles and techniques for data science and advanced analytics. Students will learn how to interact competently on topics of data science for business analytics and understand the fundamental principles of data science processes. They will be able to interact effectively with data experts, approaching business problems data-analytically to make data-informed decisions for management.

Decision modelling and machine learning 712 (GIA 712)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 35 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

This module exposes students to machine and statistical learning algorithms that can be used to manipulate big data, identify trends from the data, modelling trends for prediction purposes as well as modelling for the detection of hidden knowledge. Student will learn to identify settings in which models can be used effectively and apply modelling concepts in practical situations, including visualisation – the encoding of information, such as patterns, into visual objects.

Fintech: digital transformation in financial services 713 (GIA 713)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 35 contact hours per 3 week-cycle



Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

Changing dynamics caused by the conversion of products and services into digital goods, new customer demands and changing regulation continue to drive the digital transformation of finance. This course will examine concepts including digital strategy, open banking innovation, financial technology, crowdfunding, and peer-to-peer lending, robo-advising and block chain. The objective is that students will be able to make informed decisions about deploying financial technologies in business.

Corporate finance techniques 716 (GIA 716)

Module credits 10.00

NQF Level 08

Prerequisites Financial accounting and management.

Contact time 35 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

Corporate finance techniques encompass financial skills that every general manager requires. The module includes financial calculations; the use of financial statements; equity versus debt financing; distribution mechanisms; capital allocation (investment evaluation and rates of return).

Human computer interaction 717 (GIA 717)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 35 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

Dramatic advances in technology have revolutionized the way that people interact with computers. This course focuses on the design and evaluation of user interfaces including user research; prototyping and design methods; and robust evaluation techniques such as heuristic evaluation and user studies.

Information ethics 718 (GIA 718)

Module credits 5.00

NQF Level 08

Prerequisites No prerequisite.



Contact time 17.5 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

This module addresses moral ethical issues pertaining to information and ICT, including information and computer ethics; information security; privacy and the right to information; digital identity management; cyber law.

Design thinking 719 (GIA 719)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 35 contact hours per 3 week-cycle

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

Design thinking is a non-linear, iterative process involving five phases—Empathize, Define, Ideate, Prototype and Test—used to tackle problems that are ill-defined or unknown (wicked problems). Design thinking is useful in the ill-defined problem space because it uses a human-centric approach to reframe the problem to focus on what is most important for users. This course introduces the principles and application of design thinking.

Business communication for impact 720 (GIA 720)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisite.

Contact time 28 contact hours

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

This module is designed to enable students to analyse communication strategies and the impact they have on markets. The skills learnt include the cognitive skills of analysing, evaluating and synthesising complex material, and the communication skills of presenting findings in oral and written English.

Research and statistics 785 (GIA 785)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisites.



Contact time 35 contact hours per 3 week-cycle

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

This module examines statistical tools used in business decision-making. Statistical methods will be introduced in a non-technical manner and developed in business contexts. Topics will include understanding differences, predictions and associations when using statistical analysis for business decision-making. These techniques will underpin the use of univariate and multivariate techniques. Statistical computer packages play a major supporting role in statistical applications, and frequently-encountered spreadsheet and software packages will be utilised during the course of the module. You will learn how to interpret the information contained in management data, and to define and analyse management problems quantitatively. You will develop an intuitive understanding of statistical techniques through explanations of methods and interpretation of real business problems. Ultimately, if you need to consult experts in this area, you will be better able to select, evaluate and use their services.

Strategy in the digital age 750 (GIC 750)

Module credits 10.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 21 contact hours per semester

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 1 and Semester 2

Module content

During this course, students take an integrative view of business and management. Students will be introduced to the concepts of strategy formulation and implementation and study the links between technology, operations, processes and structures. Using the knowledge and skills learned throughout the programme, you will develop a holistic view of business and the organisation.

Applied business project 751 (GIC 751)

Module credits 20.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 24 contact hours

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 1 and Semester 2



Module content

The Applied business project is designed to enable students to develop their decision-making skills via tackling a societal issue from a business perspective. Syndicates will be expected to select a topic, identify a potential issue or opportunity, conduct research to understand the issue or opportunity, generate and review possible solutions, present a clear, compelling case for their chosen solution, and communicate this effectively.

Foundations of research 752 (GIC 752)

Module credits 5.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 7 contact hours

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 1 and Semester 2

Module content

This course serves as an introductory course to business analysis and research methods. The course provides the foundations for understanding what research is, what is researched, the importance of research for both business and academia, and how research influences evidence-based decision-making.

Ethics and sustainability 785 (GIC 785)

Module credits 5.00

NQF Level 08

Prerequisites No prerequisites.

Contact time 14 contact hours over 1 week

Language of tuition Module is presented in English

Department Gordon Institute of Business Science

Period of presentation Semester 1 or Semester 2

Module content

The purpose of this half-module is to create an appropriate level of awareness of the importance of ethical and sustainable behaviour in the business environment. Important ethical and sustainability issues in the South African context will be debated and discussed to ensure delegates appreciate some of the hurdles facing business leaders in South Africa. Students will develop an understanding of the underlying principles behind responsible leadership and be provided with tools to make sound business decisions where there is an ethical dimension present. It will also provide students with tools to assist them when faced with ethical dilemmas.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of



this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.