

# University of Pretoria Yearbook 2022

## PGDip (Business Administration) Full-time (07220013)

**Department** Gordon Institute of Business Science

**Minimum duration of study** 1 year

**Total credits** 120

**NQF level** 08

### Admission requirements

1. Relevant bachelor's (or equivalent) degree
2. An admissions examination may be required

### Other programme-specific information

Refer to General Academic Regulations G16-G29.

Refer to the GIBS student guidelines and regulations.

The Dean may authorise matters not provided for in the General Academic Regulations or in the GIBS regulations

### 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

#### Economics: Prices and markets 782 (GIA 782)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

#### Module content

By introducing microeconomic theory and its application in real business situations, this course will give you an understanding of how a business works in the context of the economic environment in which it operates. Topics include the theory of the firm, supply and demand analysis, consumer behaviour, how markets work and pricing strategies for different markets.

#### Financial accounting 783 (GIA 783)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

#### Module content

Financial accounting focuses on the interpretation of the financial statements a company uses to report on its financial position and operating results. You will become familiar with the structure of balance sheets, income statements and cash flow statements.

#### Management accounting 784 (GIA 784)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08



<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

#### Module content

This course in Management accounting introduces basic management accounting tools and techniques used in allocating costs to products and inventories, planning, making business decisions and evaluating the performance of business units.

### Organisational behaviour 786 (GIA 786)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

#### Module content

This course in Organisational behaviour explores the interaction between individuals, groups and organisations in the context of a rapidly changing global system. The core themes explored include corporate culture, leadership, trust, team and group dynamics, power, organisation design, managing change and interpersonal communication. To motivate people today, managers require insight into individual behaviour and attitudes that affect organisational performance.

### Human resource strategy 787 (GIA 787)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

## Module content

Human resource strategy focuses on the strategic management of the organisation's human resources (HR) to deliver a competitive advantage, as well as the role of HR in achieving strategic corporate objectives. We explore the management of HR infrastructure, performance management, HIV/AIDS and employee contributions, as well as the integration of HR and business strategies.

## Marketing 789 (GIA 789)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1

## Module content

This course outlines marketing strategies in the context of overall corporate objectives and introduces a systematic approach to marketing decision-making, including market and customer analysis, the analysis of marketing opportunities and implementation and evaluation of marketing plans. We also explore e-business and strategies of marketing through the Internet.

## Work integrated learning 780 (GIB 780)

<b>Module credits</b>	0.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

## Module content

The aim of this module is to ensure that students develop an integrated approach to learning. Students will gain practical experience that links to the theoretical knowledge gained on the Postgraduate Diploma in Business Administration. Students will work in various roles to gain experience. Work integrated learning will be assessed via specific guidelines. Students will be directed and mentored to ensure the application of theoretical knowledge to work related activities. These work related activities may include on-campus and off-campus projects.

## Macro-economics 781 (GIB 781)

<b>Module credits</b>	10.00
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<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

#### Module content

Focusing on the macroeconomic and socio-political environment in which businesses operate, this course includes a study of the multi-faceted ways in which global economic trends and domestic socio-political strategies affect organisations. You will gain insight into how the South African economy operates, as well as an understanding of economic indicators, like business cycles, inflation and unemployment.

### Operations management 780 (GIC 780)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

#### Module content

The course in Operations management will help you examine how the resources, structures, systems and processes of your organisation could be managed to improve its competitive position. Improving cross-functional organisational performance across the value chain, as well as the design of service-delivery systems, is an important focus.

### Elective modules

#### Programming for data 710 (GIA 710)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	35 contact hours per 3 week-cycle
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	35 contact hours per 3 week-cycle
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	35 contact hours per 3 week-cycle
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisite.
<b>Contact time</b>	35 contact hours per 3 week-cycle
<b>Department</b>	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.

**Innovation and critical thinking 780 (GIA 780)**

**Module credits** 10.00

**NQF Level** 08

**Prerequisites** No prerequisites.

**Contact time** 24 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

#### Module content

This course is designed to help students improve their thinking and analytical skills in order to manage their organisations more effectively.

### 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.

### Information and knowledge management 785 (GIB 785)

**Module credits** 5.00

**NQF Level** 08

**Prerequisites** No prerequisites.

**Contact time** 24 contact hours per 3 week cycle

**Language of tuition** Module is presented in English

**Department** Gordon Institute of Business Science

**Period of presentation** Semester 2

## Module content

An organisation's competitive advantage increasingly depends on knowledge management – what the organisation knows and how it uses what it knows. This course focuses on the knowledge economy and how technological advances in information technology impact on the structure of industries and organisations, the management of people, and how business is conducted.

### Strategy in the digital age 750 (GIC 750)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	21 contact hours per semester
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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)

<b>Module credits</b>	5.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.

<b>Contact time</b>	7 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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.

### Integrating structures and processes 781 (GIC 781)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

#### Module content

During this course, we take an integrative view of business and management. We introduce the concepts of strategy formulation and implementation and study the links between operations, processes and structures. Using the knowledge and skills learned throughout the programme, you will develop a holistic view of business and the organisation. The skill-building session will be a business simulation, with individual coaching on your decision-making position. Improving cross-functional organisational performance across the value chain, as well as the design of service delivery systems, is an important focus.

### Ethics and sustainability 785 (GIC 785)

<b>Module credits</b>	5.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	14 contact hours over 1 week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	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.

## Entrepreneurship 786 (GIC 786)

<b>Module credits</b>	10.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	24 contact hours per 3 week cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

## Module content

This module will introduce the students to the world of entrepreneurship and its embedded process. It will contribute to the role entrepreneurs play in the socio-economic environment and likewise address certain applications of the field. The intention of this module is to explore the phenomenon broadly referred to as entrepreneurship; to make it easily understood as a business concept, readily accessible as a career option and practically applicable as a style of management within the realm of the entrepreneurial mind-set.

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.