

ELECTIVES

Students must choose two elective modules from the following:

- ▶ Bank Management A
- ▶ Human Resource Management
- ▶ Financial Management
- ▶ Marketing Management B
- ▶ Business Law
- ▶ Business Statistics
- ▶ Ethics in Business
- ▶ Special Topics in Management (currently Project Management)
- ▶ Elements of Entrepreneurship
- ▶ Marketing Research Project
- ▶ Supply Chain Research Project

The range of electives may change depending on demand and lecturer availability.

Duration

The programme can be completed in one year of full-time study or two years of part-time study. Part-time students can start in the middle of the year.

Lectures are held from Mondays to Thursdays between 17h30 and 20h30.



CONTACT DETAILS

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Application forms

can be obtained on the UKZN website:

<http://www.ukzn.ac.za>

Postgraduate Diploma in

Marketing and Supply Chain Management



Closing date for applications is 30 November

INSPIRING GREATNESS

Postgraduate Diploma in Marketing and Supply Chain Management



The Postgraduate Diploma in Marketing and Supply Chain Management is aimed at the working professional in the private or public sector and those who want to pursue a career in marketing and/or supply chain management. The course work is designed to provide the student with an understanding and working application of the principles essential to the effective management of organisations, with specialisation in the marketing and supply chain function. The programme offers persons in employment the opportunity to extend their qualifications and become empowered in their quest to be marketing or supply chain managers.

The mode of study is more application-based than that found at undergraduate levels. In addition to lectures and seminars, you will be actively involved in analysing business situations through case studies and exercises. These will give you the opportunity to apply the theory and test out your management and, particularly, marketing and supply chain management decision skills.

You should therefore exit this programme with a sound marketing and supply chain management perspective as well as the skills to apply your knowledge and contribute positively to a management context.

Specifically the programme aims to:

- ▶ Provide learners with practical, vocationally oriented content which draws upon sound academic theory;
- ▶ Provide learners with frameworks that facilitate a broad understanding of the marketing and supply chain disciplines;
- ▶ Provide learners with an holistic view of organisations, their environments and functioning, and marketing and supply chain's role therein;
- ▶ Recognise that learners, as managers in both private and public sector organisations, need to be able to deal with rapidly changing environments;
- ▶ Emphasise the importance of team work by learners; and
- ▶ Have a deliberate focus on the development of personal skills and competencies in marketing and supply chain management.

On completion of the programme the learner will:

- ▶ Understand the role that marketing and supply chain management play in the organisation and how they interact with other management disciplines;
- ▶ Work in multi-disciplinary teams;
- ▶ Be able to analyse a dynamic business environment and understand the implications thereof for marketing and supply chain management decisions;
- ▶ Be able to develop relevant plans;
- ▶ Be able to conduct relevant research; and
- ▶ Be competent in delivering verbal presentations and writing reports.

CORE MODULES

Core modules include:

Marketing Management A

Aim: To provide learners with a working knowledge of the activities involved in developing marketing strategies and programmes to achieve competitive advantage.

Marketing Management C

Prerequisite: Marketing A

Aim: To provide learners with a working knowledge of the theory of consumer behaviour, activities involved in marketing research and the development of integrated marketing communication.

Supply Chain Management A

Aim: To provide learners with a sound understanding of the operations management area and its contribution to effective supply chain management. The module will focus on the operations management contribution to competitiveness, strategy and productivity, system design, quality management and its role in supply chain management. This will provide learners with an insight into how operations management impacts on all areas and processes of a business and those of its supply chain partners.

Supply Chain Management B

Aim: To provide learners with an overview of the vast field of supply chain management from vision to implementation. A balanced approach will be presented from three perspectives: the building blocks of supply chain strategy; designing the global supply chain; and collaborating across the supply chain.

Business Management & Strategy

Aim: To give learners an appreciation of the nature of the business organisation and its environment, and the concept of management.

Finance and Accounting

Aim: To give students an appreciation of accounting concepts and their use by management, and to introduce them to the basics of financial decision making.