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**COAT OF ARMS**



**HERALDIC DESCRIPTION**

Arms	:	Gyronny of twelve argent and azure, at nombril point, on a bezant, a pall sable.
Crest	:	A fish eagle displayed proper.
Wreath and Mantling	:	Argent and azure.
Motto	:	Diligentia Cresco

**SYMBOLISM**

The coat of arms, the golden disc, divided into three symbolises the physical, intellectual and spiritual aspects of humankind. The blue and white rays represent the knowledge and learning radiated by the University. The black and red helmet is associated with courtesy while the fish eagle conveys the idea of alertness. The motto, by diligence I grow, serves as an inspiration to both students and staff members.

**VISION**

A leading comprehensive university providing quality education.

**MISSION**

To provide globally competitive graduates, relevant for the human capital needs of the country, by providing quality education which upholds high standards of research and academic excellence.

The Richards Bay Campus of the University of Zululand is situated about 172 km north of Durban, off the N2 national road on the KwaZulu-Natal North Coast. This campus is a day campus.

#### **CONTACT DETAILS**

**Secretary/PA** : (035) 9026921  
**Reception** : (035) 9026950  
**Administration** : (035) 9026958/6989  
**Admissions** : (035) 9026923  
**Student Admin** : (035) 9026924/6977  
**Examinations** : (035) 9026922  
**Library** : (035) 9026918  
**Protective Services** : (035) 9026940/6955  
**Clinic** : (035) 9026956/6908  
**ICT** : (035) 9026854

**Finance** : (035) 9026954

**Web Address** : [www.unizulu.ac.za](http://www.unizulu.ac.za)

**Correspondence & enquiries :** Prospective students must note that all correspondence and enquiries are to be addressed to:  
The Registrar, University of Zululand, Private Bag X1001,  
KwaDlangezwa, 3886

**Physical address** : 2 Cent Circle, Arboretum, Richards Bay, 3900

**Postal address** : Private Bag X1041, Richards Bay, 3900

**Banking details** : ABSA Bank, Empangeni  
Branch Code: 632005  
Acc. No. 1880000051 (**for payment of fees**)  
Acc. No. 1880000035 (**for all other payments**)  
Use **student number** as reference

**ADMINISTRATIVE AND SECRETARIAL SERVICES**

<b>Executive Director</b>	:	Dr M A Makhafa, BSc.Hons (Manchester Polytechnic), MSc (The Manchester Metropolitan University), PhD (University of Pretoria)
<b>Secretary/PA</b>	:	Mrs X P Khumalo, NDip. Management Assistant (Umfolozi College) Cert. Office Management (UNISA)
<b>Manager: Student Admin</b>	:	Mrs K Adlam, Sec. Cert (TechNatal), Dip Com Prac (TSA), BA (Hons) Indus Psych (UNIZULU)
<b>Administration Officer</b>	:	Mrs N P Cele, BA(Hons)(UNIZULU) HRM Cert (UNISA)
<b>Administrative Officer (Admissions)</b>	:	Mr E S Radebe, BCom Economics (UNIZULU)
<b>Senior Administrative Officer: (Examinations)</b>	:	Miss D N Ngcemu, BCom Economics (UNIZULU)
<b>Office Administrator (Student Admin.)</b>	:	Mrs V Munian, Programme in Reception Year Teaching (UNISA), BEd. (UNISA)
<b>Administrative Secretary</b>	:	Miss K S S Gumede, Cert. in Financial Management (Umfolozi College)
<b>Receptionist</b>	:	Vacant
<b>Deputy Director PSD</b>	:	Mr R M Lukhele, Dip (Risk Management), Dip (Safety Management) (Oxbridge) Dip (Security Management) (Damelin) NCert. (Crime Investigation)(UNISA)
<b>Protective Services Officer</b>	:	Miss S N Mkhwanazi
<b>Finance Admin. Assistant</b>	:	Mrs P W Mafundityala, NDip Credit Mngmt (TUT)
<b>Library Assistant</b>	:	Mrs S P Makhunga, B.Tech: Library and Information Science (DUT)  Mr L Jiyane, B. Library and Information Science (UNIZULU)
<b>ICT Technician</b>	:	Mr S Mazibuko, Dip (Com), HDip (Community Organisation), BA (Correctional Studies)(UNIZULU) Certificates (Quality Service at Customer)(DEAL), (COBIT®5) (APMG), (ITIL Foundation)(APMG) Certs (Project Management), (Information Systems Management),

(Information Systems Management), (Fundamentals of Cybersecurity), ( Fundamentals of Cybersecurity)(UCT)

**Clinic** : Mrs Z Ngwenya, BCur (UNIZULU), Nursing Management (UKZN), Primary Health Care (UKZN) Dispensing Licence

Mr T G Gumede Dip (Gen. Nursing)(Ngwelezane Hospital), Dip (Community Nursing), Dip (Midwifery)(UNIZULU) Dip (Nursing Management, Primary Health Care & Family Care), Cert (HIV/AIDS Management)(UKZN)

**Student Housing** : Mr M Mthlane, BTech Marketing (DUT)

## **RULES AND REGULATIONS**

The rules and regulations of the Faculty of Arts, Faculty of Commerce, Administration & Law and the Faculty of Science & Agriculture are contained in the respective faculties' prospectus and apply *mutatis mutandis* to programmes offered at the Richards Bay Campus.

## **APPLICATION REQUIREMENTS**

All applications must quote a Central Admissions Office (CAO) reference.

Registration is **provisional** until all registration requirements are met to the satisfaction of the offices of the Registrar and the Executive Dean.

## **ENTRY REQUIREMENTS**

<b>Programme Code</b>	<b>NSC Points (excl. LO)</b>	<b>Programme</b>	<b>Duration</b>	<b>Minimum entry requirements (NSC = National Senior Certificate FAL = First Additional Language)</b>
ZU-R-AC2	22	Higher Certificate in Accountancy <b>2AHCR1</b>	1 year	NSC with English 3; Maths Lit. 4 <b>OR</b> Maths 3
ZU-R-CO3	24	Diploma in Management of Co-Operatives <b>2CODP1</b>	3 years	NSC with Diploma endorsement; Maths Lit. 4 <b>OR</b> Math 3 and English 3
ZU-R-LM3	24	Diploma in Logistics Management <b>2BLM01</b>	3 years	NSC with Diploma endorsement; Maths 3 <b>OR</b> Maths Lit 4; English 3/FAL 3
ZU-R-TP3	24	Diploma in Transport Management <b>2BTM01</b>	3 years	NSC with Diploma endorsement; Maths 3 <b>OR</b> Maths Lit 4; English 3/FAL 3
ZU-R-PR3	24	Diploma in Public Relations Management <b>1CPDP1</b>	3 years	NSC with Diploma endorsement and level 4 (50%) in four recognised NSC 24 credit subjects. This must include an achievement rating of 4 (50%) in Life Orientation and English as a FAL or Home Language
ZU-R-MD3	24	Diploma in Media Studies <b>1CMDP1</b>	3 years	NSC with Diploma endorsement, Level 4 or “D” symbol (HG) for English and at least level 4 in any four recognised NSC subjects or National Vocational Certificate (NVC)
ZU-R-TMI	24	Diploma in Tourism Management <b>IDPTM1</b>	3 years	NSC with Diploma endorsement; Level 4 or “D” symbol,(HG) for English, at least level 4 in any four recognized NSC subjects. Alternatively, a Higher Certificate or Advanced Certificate in a cognate field.
ZU-R-DFI	26	Diploma in Sport & Exercise Technology <b>4NDP01</b>	3 years	NSC with Diploma endorsement, Level 3 in four recognised NSC 26-credit subjects and Level 4 for English as a FAL or Home language
ZU-R-DHM	26	Diploma in Hospitality Management <b>4DIP02</b>	3 years	NSC with Diploma endorsement and Level 4 for English as a FAL or level 4 for English as a Home Language





**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Communication Studies 1	ACCS111	1CCS111	15	7	Equivalent to ACOM111/ 1COM111
Corporate Communication	ACCC111	1CCC111	15	6	Equivalent to ACOM122/ 1COM122
Digital Communication 1	ACOM151	1COM151	15	5	None
Communication Skills 1	ACOM141	1COM141	15	5	None
UNIZULU101	AZUL100	UZUL100	16	5	None
<b>SEMESTER 2</b>					
Communication Skills 2	ACOM182	1COM182	15	5	None
Public Relations 1B	ACOM132	1COM132	15	7	None
Journalism Skills 1	ACJS112	1CJS112	15	6	None
Marketing & Advertising 1C	ACOM172	1COM172	15	5	Equivalent to ACOM121
UNIZULU 101	UZUL100	UZUL100	16	5	None
<b>TOTAL</b>			126		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Journalism Skills 2	ACJS211	1CJS211	15	6	ACJS112 /1CJS112
Communication Research	ACOM291	1COM291	15	6	None
Marketing & Advertising 2A	ACOM241	1COM241	15	6	ACOM172/ 1COM172
Communication Studies 2	ACCS211	1CCS211	15	7	ACCS111, Equivalent to ACOM211
<b>SEMESTER 2</b>					
Communication Research Methods A	ACOM262	1COM262	15	6	None
Public Relations Ethics	APHS112	1PHS112	15	6	Equivalent to APHI132
Public Relations 2B	ACOM222	1COM222	15	7	ACOM132/ 1COM132
Law For Public Relations	ACOM142	1COM142	15	6	Equivalent to ACOM251
<b>TOTAL</b>			120		

**THIRD YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Media Studies 1B	ACOM221	1COM221	15	6	None
Communication Studies 3	ACCS311	1CCS311	15	7	1CCS211/ACCS211, Equivalent to 1COM311/ACOM311
HIV & Aids Literacy	AHIV111	1HIV111	15	5	None
Public Relations 3A	ACOM331	1COM331	15	7	1COM222/ACOM222
<b>Semester 2</b>					
Experiential Learning 1A	ACOM332	1COM332	60	6	1COM182, 1CJS112, 1COM132, 1COM172, 1PHS112, ACOM222, ACOM262, 1COM142
<b>TOTAL</b>					

**Diploma in Public Relations Management**

**MODULE DESCRIPTIONS**

	<b>YEAR 1</b>	
	<b>SEMESTER 1</b>	
<b>MODULE CODE</b>	<b>MODULE NAME</b>	<b>MODULE DESCRIPTION</b>
1COM141/ ACOM141	Communication Skills 1	The purpose of this module is to guide the student or learner towards becoming an effective communicator where communication refers to all the four communication skills: speaking, writing, listening and reading.
1COM151/ ACOM151	Digital Communications 1	The purpose of this module is to provide students with an understanding of basic electronic communication methods.

1CCC111/ ACCC111	Corporate Communication 1	The purpose of this module is to set activities involved in managing and co-ordinating all internal and external communications aimed at creating a favourable point-of-view among stakeholders on which the company depends. These are the messages issued by a corporate organization, body or institute to its audience (for example employees, media, channel partners or the general public). Learners will be able to understand an organisation's aim to communicate the same message to all its stakeholders as well as to transmit coherence, credibility and ethics. The module provides the learner with the relevant skills to help corporates explain their mission, combine their many visions and values into a cohesive message to stakeholders as well as establish brand communication for market space.
1CCS111/ ACCS111	Communication Studies 1	The purpose of this module is to provide learners with knowledge of various forms of communication theory and research. It examines the principles and contexts of human communication. Some of the principles surveyed are perception, listening, non-verbal communication and persuasion. The primary contexts examined include interpersonal, group, organisational and public communication.
UZUL100	UNIZULU 101	The purpose of the module is to unlock the potential of students to meaningfully access the university curriculum in a way that transcends the constraints of knowledge boundaries; generating new forms of thinking and acting. UNIZULU 101 is constructed in ways that build resonance between students' real-life experiences and histories. It is an investment to be returned by the collaborative and innovative growth of socially engaged students in a socially engaged and relevant university.
<b>SEMESTER 2</b>		
1COM182/ ACOM182	Communication Skills 2	The purpose of this module is to provide the learner with knowledge of effective communication skills in both written and the oral medium within a number of different contexts in and out of the organisation.

1CJS112/ ACJS112	Journalism Skills 1	This course has been developed for learners who are interested in pursuing a career in journalism. The qualification is designed to assist students to write news reports in accordance with the requirements of specific media news agencies. Journalism Skills I offers the learner an insight into newspaper journalism and the responsibilities of a journalist, the code of journalism standards and ethics of journalism. Learners will understand the various approaches to writing news. Furthermore, learners will be introduced to developing the art of questioning for press conferences and story construction.
1COM132/ ACOM132	Public Relations 1B	The purpose of this module is to provide learners with knowledge of the theory and practice of public relations and to enable them to plan the execution of public relations campaigns.
1COM172/ ACOM172	Marketing and Advertising 1C	Learners will understand the purpose of advertising and marketing within the scope of public relations. They will learn that advertising is the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers. Furthermore, students will learn that marketing is the systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.
UZUL100	UNIZULU 101	The purpose of the module is to unlock the potential of students to meaningfully access the university curriculum in a way that transcends the constraints of knowledge boundaries; generating new forms of thinking and acting. UNIZULU 101 is constructed in ways that build resonance between students' real-life experiences and histories. It is an investment to be returned by the collaborative and innovative growth of socially engaged students in a socially engaged and relevant university.

<b>YEAR 2</b>		
<b>SEMESTER 1</b>		
ACCS211/ 1CCS211	Communication Studies 2	The purpose of this module is to provide learners with knowledge of various forms of communication theory and research. It examines the principles and contexts of human communication. Some of the principles surveyed are perception, listening, non-verbal communication and persuasion. The primary contexts examined include interpersonal, group, organisation, and public communication.
ACJS211/ 1CJS211	Journalism Skills 2	This course teaches how to write in the basic news style – who, what, when, where, why and how as well as so what? From the fundamental news format, the course moves onto many other types of writing such as features, sports, interviews, investigative reporting, backgrounders, broadcast news, etc. Interviewing and news-gathering techniques are covered, along with ethics and libel. Students learn to write by writing a lot. Final project is a news or feature story suitable for publication.
ACOM241/ 1COM241	Marketing & Advertising 2A	Learners will understand the purpose of advertising and marketing within the scope of public relations. Learners will learn the different types of advertising. They will gain insight on how an advertising agency works. Learners will also be introduced to the consumer audience and the impact of social and cultural influences on consumers. They will learn the steps in the decision-making process. Furthermore, learners will learn to create print, broadcast and internet advertising. Media selection procedures and negotiation techniques will be introduced to complete the marketing and advertising concept

ACOM291/ 1COM291	Communication Research	<p>This module seeks to introduce theoretical guidelines to practices of conducting research in human and social sciences. Due emphasis is on historical and institutional contexts of research methods and methodologies. In this instance, consideration is focused on synthesizing key concepts in social theory as well as actual practice of social and cultural research.</p> <p>Various associated relationships will be teased out. These include connection between research and social policy, research and social theory, the philosophy of social-human sciences and subject positions (reflexivity of social researchers).</p> <p>This module will highlight basic and applied research methods in this challenging and opportune era of globalisation, interdisciplinary and mass democratisation.</p> <p>This course examines research methods in mass communication in response to innovations in communication. The role of Communication Research Methods (CRM) is to ask and answer questions about use of media technologies, consumption of media contents and media audience stratifications. In effect, CRM attempts to find out what a particular media field is about, how it is used, what its effects are and what its potential is. Learners will therefore engage with arising issues in a background of evolving communication like the World Wide Web, corporate communication and e-commerce.</p>
<b>SEMESTER 2</b>		
ACOM222/ 1COM222	Public Relations 2B	<p>This module provides students with the skills to understand media relations, analyse public relations problems, plan, implement and evaluate public relations campaigns and to distinguish between public relations practice in business, government and non-profit organisations.</p>
ACOM262/ 1COM262	Communication Research Methods A	<p>This module aims to provide students with an understanding of the various research methods in communication science. The course examines research methods in mass communication in response to the need for communication initiatives.</p>

		Communication Research Methods A seeks to ask and answer questions about the use of media technologies, consumption of media contents and the media audience in order to advance an organisation's effectiveness. Learners will therefore engage in the evolving sphere of communication such as the World Wide Web, corporate communication, e-commerce and online surveys that Web 2.0 provides.
ACOM142/ 1COM142	Law for Public Relations	The purpose of this module is to provide learners with an understanding of the nature, techniques and skills associated with the role of rhetoric and persuasion in politics, the effects of political communication and the media and channels of political communication.
APHS112/ 1PHS112	Public Relations Ethics	This module is intended for students studying towards a diploma in Public Relations who will be confronted with issues of public relations ethics at their future workplaces. The module deals with ethical issues in the context of various situations arising in public relations. It applies selected ethical theories to the process of decision-making by public relations officials.
<b>YEAR 3</b>		
<b>SEMESTER 1</b>		
ACOM331/ 1COM331	Public Relations 3A	This module provides students with the skills to understand and analyse management techniques in public relations.

ACCS311/ 1CCS311	Communication Studies 3	The aim of this module is to provide learners with knowledge of the role of communication in the global context, a survey of cultural imperialism and international relations. It also seeks to enable them to <u>research</u> the international flow of news and entertainment, the New World Communication and Information Order and international communication policy.
ACOM221/ 1COM221	Media Studies 1B	The purpose of this module is to provide learners with knowledge of media institutions, functionalist and critical media theories as well as media issues. It also aims to enable them to <u>research</u> topics such as media institutional practices, ownership, regulation, censorship, media and democratization as well as the power and functions of the media.
AHIV111/ 1HIV111	HIV & AIDS Literacy	This module seeks to empower students to make a difference in dealing with HIV and AIDS crises; to provide students with information on HIV and AIDS prevention and management as well as to expose students to various areas on which HIV and AIDS impacts.
<b>SEMESTER 2</b>		
ACOM332/ 1COM332	Experiential Learning 1A	This module provides students with real world work experience. It will provide students with skills to plan, analyse public relations problems, implement and evaluate public relations campaigns as well as to distinguish between public relations practice in business, government and non-profit organisations

### 1CMDP1/ACMDP1

### Diploma in Media Studies

The purpose of this qualification is to provide competent and responsible media specialists with market related media skills which are also relevant to the private and public sectors of the economy. This course is suitable for students seeking employment in the following areas: camera operating, photojournalism, video & photo editing, advertising, communication, spokespersons, personal assistance and journalism.

<b>FACULTY</b>	Arts	
<b>DEPARTMENT:</b>	Communication Science	
<b>QUALIFIER</b>	Diploma in Media Studies	
<b>CESM Category</b>	05	Communication, Journalism and Related Studies
<b>CESM 1<sup>ST</sup> Qualifier</b>	0501	Communication and Media Studies
<b>CESM 2<sup>ND</sup> Qualifier</b>	050102	Media Studies



<b>MAJORS</b>	Journalism Skills 1,2,3	Media Skills 1,2,3
<b>SAQA ID</b>	94552	
<b>UNIZULU Code</b>	1CMDP1/ACMDP1	
<b>NQF EXIT Level</b>	6	
<b>Presentation mode of subjects:</b>	Full-time	
<b>Intake for the qualification:</b>	January	
<b>Registration cycle for the subjects:</b>	January	
<b>Total credits to graduate:</b>	360	

**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Communication Skills 1	ACOM141	1COM141	15	5	None
Digital Communication 1	ACOM151	1COM151	15	5	None
HIV & AIDS Literacy	AHIV111	1HIV111	15	5	None
Communication Studies 1	ACCS111	1CCS111	15	7	None
<b>SEMESTER 2</b>					
Media Skills 1	ACMS112	1CMS112	15	7	None
Public Relations Skills 1	ACPR112	1CPR112	15	6	None
Advertising Skills 1	ACAS112	1CAS112	15	5	None
Journalism Skills 1	ACJS112	1CJS112	15	6	None
<b>TOTAL</b>			120		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Journalism Skills 2	ACJS211	1CJS211	15	6	ACJS112/1CJS112
Communication Studies 2	ACCS211	1CCS211	15	7	ACCS111/1CCS111
Media Skills 2	ACMS211	1CMS211	15	7	ACMS112/1CMS112
Philosophy of Communication	APHS211	1PHS211	15	6	Equivalent to APhi221/1Phi221
<b>SEMESTER 2</b>					
Public Relations Skills 2	ACPR212	1CPR212	15	6	ACPR112/1CPR112
Digital Communication 2	ACOM252	1COM252	15	6	ACOM151/ 1COM151
Advertising Skills 2	ACAS212	1CAS212	15	6	ACAS112/ 1CAS112
Media Ethics	APHS212	1PHS212	15	6	None
<b>TOTAL</b>			120		

**THIRD YEAR**

SUBJECT NAME	OLD SUBJECT CODE	SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Business Studies 1B	ACOM341	1COM341	15	6	None
Media Skills 3	ACMS311	1CMS311	15	7	1CMS211/ACMS211
Communication Research Methods	ACOM351	1COM351	15	6	None
Journalism Skills 3	ACJS311	1CJS311	15	6	1CJS211/ACJS211
<b>SEMESTER 2</b>					
Experiential Learning for Media Studies	ACEL312	1CEL312	60	6	1CMS112, 1CPR112, 1CJS112, ACPR212, ACOM252, ACAS212, APHS212, 1CAS112
<b>TOTAL</b>			120		

**Diploma in Media Studies**

**MODULE DESCRIPTIONS**

<b>YEAR 1</b>		
<b>SEMESTER 1</b>		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
1COM141/ ACOM141	Communication Skills 1	The purpose of this module is to guide the student or learner towards becoming an effective communicator where communication refers to all four communication skills: speaking, writing, listening and reading.
1COM151/ ACOM151	Digital Communication 1	The purpose of this module provides students with an understanding of basic electronic communication methods.
1HIV111/ AHIV11	HIV & AIDS Literacy 1	This module seeks to empower students to make a difference in dealing with HIV and AIDS crises. It aims to provide students with information on HIV and AIDS prevention and management. To expose students to various areas on which HIV and AIDS impacts

1CCS111/ ACCS111	Communication Studies 1	The purpose of this module is to provide learners with knowledge of various forms of communication theory and research. It examines the principles and contexts of human communication. Some of the principles surveyed are perception, listening, non-verbal communication and persuasion. The primary contexts examined include interpersonal, group, organisational and public communication.
<b>SEMESTER 2</b>		
1CMS112/ ACMS112	Media Skills 1	The purpose of this module is to provide learners with knowledge of media institutions, functionalist and critical media theories as well as media issues. It also aims to enable them to <u>research</u> topics such as media institutional practices, ownership, regulation, censorship, media and democratization as well as the power and functions of the media.
1CPR112/ ACPR112	Public Relations Skills 1	The purpose of this module is to provide learners with knowledge of the theory and practice of public relations and to enable them to plan the execution of public relations events, campaigns and programmes for media.
1CAS112/ ACAS112	Advertising Skills 1	Learners will understand the purpose of advertising within the scope of media studies. They will learn that advertising is the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.
1CJS112/ ACJS112	Journalism Skills 1	This course has been developed for learners who are interested in pursuing a career in journalism. The qualification is designed to assist students to write news reports in accordance with the requirements of specific media news agencies. Journalism Skills I gives the learner insight into newspaper journalism and the responsibilities of a journalist, the code of journalism standards and ethics of journalism. Learners will understand the various approaches to writing news. Furthermore, learners will be introduced to developing the art of questioning for press conferences and story construction.
<b>YEAR 2</b>		
<b>SEMESTER 1</b>		
	Journalism Skills 2	This course teaches how to write in the basic news style - who, what, when, where, why and how as well as so what?

ACJS211/ 1CJS211		From the fundamental news format, the course moves onto many other types of writing such as features, sports, interviews, investigative reporting, backgrounders and broadcast news, etc. Interviewing and news-gathering techniques are covered, along with ethics and libel. Students learn to write by writing a lot. Final project is a news or feature story suitable for publication.
ACCS211/ 1CCS211	Communication Studies 2	The purpose of this module is to provide learners with knowledge of various forms of communication theory and research. It examines the principles and contexts of human communication. Some of the principles surveyed are perception, listening, non-verbal communication and persuasion. The primary contexts examined include interpersonal, group, organisational, and public communication.
ACMS211/ 1CMS211	Media Skills 2	The purpose of this module is to provide learners with knowledge of the theories and skills to analyse media texts, genres and audiences as well as the effects of the media. Through the module, learners are intended to plan the use of media for educational purposes.
APHS211/ 1PHS211	Philosophy of Communication	The purpose of this module is to introduce Communication Science students to the philosophical theories of hermeneutics and deconstructivism. Both these theories on language show how open-ended language can be and students can gain by being made aware of this. Basic logic and logical fallacies will also be taught to provide students with more solid foundational communication skills.
<b>SEMESTER 2</b>		
ACPR212/ 1CPR212	Public Relations Skills 2	This module provides students with the skills to understand media relations, analyse public relations problems, plan, implement and evaluate public relations campaigns and to distinguish between public relations practice in business, government and community based organisations
ACOM252/ 1COM252	Digital Communication 2	The purpose of this module provides students with an understanding of basic electronic communication methods.
	Advertising Skills 2	Learners will understand the purpose of and different types of advertising within the scope of media studies. They will gain insight into how an advertising agency works. Learners

ACAS212/ 1CAS212		will also be introduced to the consumer audience and the impact of social and cultural influences on consumers. They will learn the steps in the decision-making process. Furthermore, learners will learn to create print, broadcast and internet advertising. Media selection procedures and negotiation techniques will be introduced to complete the marketing and advertising concept.
APHS212/ 1PHS212	Media Ethics	The purpose of this module is to introduce students to ethical theories within media; ethical issues related to media studies and communication; and critical thinking. Students will learn to identify ethical issues within a communication context and critically apply ethical theories to those issues. This module will equip students with skills both for making ethical decisions within the media and communication fields as well as for effectively communicating the impact of certain decisions.
<b>YEAR 3</b>		
<b>SEMESTER 1</b>		
ACOM341/ 1COM341	Business Studies 1B	This module provides students with the skills to manage or start up a small business. It is intended to provide students with an understanding of the relationship between business and the public.
ACMS311/ 1CMS311	Media Skills 3	The purpose of this module is to provide learners with knowledge of the theories of and skills to analyse media texts, film theory and criticism as well as adaptation of reception theory to analyse media audiences and the knowledge of media production.
ACOM351/ 1COM351	Communication Research Methods C	This module seeks to introduce theoretical guidelines to practices of conducting research in human and social sciences. Due emphasis is on historical and institutional contexts of research methods and methodologies. In this instance, consideration is focused on synthesising key concepts in social theory as well as actual practice of social and cultural research. Various associated relationships will be teased out. These include connection between research and social policy; research and social theory; the philosophy of social-human sciences and subject positions (reflexivity of social researchers). This module will highlight basic and applied research methods in this challenging and opportune era of globalisation, interdisciplinary and mass democratisation.

		This course examines research methods in mass communication in response to innovations in communication. The role of Communication Research Methods (CRM) is to ask and answer questions about use of media technologies, consumption of media contents and media audience stratifications. In effect, CRM attempts to find out what a particular media field is about, how it is used, what its effects are and also what its potential is. Learners will therefore engage with arising issues in a background of evolving communication like the World Wide Web, corporate communication and e-commerce as well as knowledge incorporation from a range of studies such as the critical paradigm, information science, linguistics.
ACJS311/ 1CJS311	Journalism Skills 3	This module seeks to provide learners with the theoretical foundation of public speaking. It aims to enable learners to carry out an audience analysis, teaching them how to adapt the information to the audience. The module will enable learners to write and present news as well as programmes for radio, television and the Internet. To inform the learner about broadcast regulations and restrictions.
<b>SEMESTER 2</b>		
ACEL312/ 1CEL312	Experiential Learning 1A	This module provides students with real-world work experience as well as skills to plan and analyse mass communication problems. It will equip students to implement and evaluate broadcasting/mass communication campaigns as well as to distinguish between corporate and community mass communication strategies.

## **DEPARTMENT OF TOURISM**

### **ACADEMIC STAFF**

<b>Co-ordinator</b>	Mrs N O Linda, STD (Esikhawini College), Hotel Management Certificate (Damelin College), ABET (UNISA), PDRT, MRT (UNIZULU)	<b>035 902 6562</b>
<b>Lecturers</b>	Miss P.S Mhlongo, BA Tourism studies (UNIZULU), BA Honours, UNIZULU), PGCE (UNISA). MA (UNIZULU) Mr S D Ntshangase, BA. Tourism studies (UNIZULU), BA. (Hons) (UNIZULU), PGCE (UNIZULU), MA. (UNIZULU)	

### **IDPTM1 Diploma in Tourism Management**

The purpose of the programme is to provide graduates with vocational knowledge and skills required in the tourism industry. Graduates of this programme will be equipped to enter both the public and private tourism sectors as entry level employees, and will be able to utilize and apply operational skills and problem-solving techniques within tourism businesses or public tourism institutions. The essence of this programme is to provide graduates with hands-on skills (different from Bachelor degree provision) that will enable them to be employed as quickly as possible after graduation. Students, in their third year, will take Tourism Employability Skills module, and will undergo a six-month Work Integrated Learning within the tourism industry to prepare them for a career in the industry.

Faculty	ARTS					
Department	Recreation & Tourism					
Diploma (Designator)	Diploma in Tourism Management					
CESM Category	04					
CESM 1st Qualifier	040702	Tourism & Travel Services Management				
CESM 2nd Qualifier	041604	Tourism & Travel Services Marketing Operations				
Major Field of Study	Tourism Management			Tourism Development		
Abbreviation	Dip (Tourism Management)					
Qualification Code (SAQF)	79266	Qual ID			Qual Type	
UNIZULU Code	1DPTM1					
NQF Exit Level	6					

<b>Admission Requirements</b>	NSC with Diploma endorsement; Level 4 or “D” symbol (HG) for English, at least level 4 in any four recognised NSC subjects. 24 NSC Points (excluding Life Orientation). Alternatively, a Higher Certificate or Advanced Certificate in a cognate field.
<b>Minimum Points for Admission</b>	24
<b>Minimum duration of studies</b>	3 YEARS
<b>Presentation mode of subjects:</b>	Full time
<b>Intake for the qualification:</b>	JANUARY
<b>Registration Cycle for the subjects:</b>	JANUARY
<b>Total credits to Graduate:</b>	378

**YEAR 1**

<b>SUBJECT NAME</b>	<b>SUBJECT CODE</b>	<b>SUBJECT CREDITS</b>	<b>NQF LEVEL</b>	<b>PRE-REQUISITE SUBJECT(S)</b>
<b>SEMESTER 1</b>				
Tourism Events Management A	1TEM111	12	5	None
Travel Practice 1A	1TPR111	12	5	None
Travel & Tourism Development 1A	1TTD111	12	5	None
Travel & Tourism Management 1A	1TTM111	12	5	None
Hospitality Information Systems 1	4HMI111	8	5	None
<b>SEMESTER 2</b>				
Tourism Events Management B	1TEM112	12	5	None
Travel Practice 1B	1TPR112	12	5	None
Travel & Tourism Development 1B	1TTD112	12	5	None
Travel & Tourism Management 1B	1TTM112	12	5	None



Hospitality Information Systems 2	4HMI112	8	5	None
<b>TOTAL</b>		112		

**YEAR 2**

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>				
Communication Skills 1	1COM141	16	5	None
Travel & Tourism Marketing A	1TEM211	12	5	None
Travel & Tourism Development 2A	1TTD211	12	6	1TTD111, 1TTD112
Travel & Tourism Management 2A	1TTM211	12	6	1TTM111, 1TTM112
Travel Practice 2A	4TPR211	12	6	1TPR111, 1TPR112
<b>SEMESTER 2</b>				
Communication Skills 2	1COM182	16	5	None
Travel & Tourism Marketing B	1TEM212	12	5	None
Travel & Tourism Development 2B	1TTD212	12	6	1TTD111, 1TTD112
Travel & Tourism Management 2B	1TTM212	12	6	1TTM111, 1TTM112
Travel Practice 2B	1TPR212	12	6	1TPR111, 1TPR112
<b>TOTAL</b>		128		

**YEAR 3**

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>				
Tourism Employability Skills	1TES311	30	6	None
Travel & Tourism Information System	1TIF311	12	6	None

Travel & Tourism Development 3	1TTD311	12	5	1TTD211, 1TTD212
Travel & Tourism Management 3	1TTM311	12	5	1TTM211,1TTM212
Travel Practice 3	1TPR311	12	6	1TPR211, 1TPR212
<b>SEMESTER 2</b>				
Tourism Work Integrated Learning	1TWL312	60	6	Level 1 and 2 second semester modules
<b>TOTAL</b>		138		

## DIPLOMA IN TOURISM MANAGEMENT

### MODULE DESCRIPTIONS

FIRST YEAR		
Semester 1		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
<b>1TEM111</b>	<b>Tourism Events Management A</b>	On successful completion of this module, students are expected to demonstrate their understanding of events management concepts. Students will be able to identify different types of events and discuss stakeholders involved as well as understanding the different staging elements.
<b>1TPR111</b>	<b>Travel Practice 1A</b>	This module is destination specific, and on successful completion of this module, students should possess the knowledge and understanding of the application of Tourism Geography from the supply and demand perspectives. They should have knowledge of tourist destinations in Africa and Asia.
<b>1TTD111</b>	<b>Travel &amp; Tourism Development 1A</b>	On successful completion of the module, students understand the tourism industry as an interrelated system, in relation to key sectors and role players in tourism.
<b>1TTM111</b>	<b>Travel &amp; Tourism Management 1A</b>	The purpose of this module is to introduce tourism students to the main principles of business management in a tourism context. They will understand the concepts of planning, organizing,

		leading, and controlling a tourism enterprise, within a local and global environment.
<b>Elective</b>		
<b>4HMI111</b>	<b>Hospitality Information Systems 1</b>	This module seeks to equip students with skills in computer literacy which include Windows operating system, browser and Word processor applications. This module will also enable the student to apply their knowledge and experience when they get employed in the hospitality industry.
<b>Semester 2</b>		
<b>1TEM112</b>	<b>Tourism Events Management B</b>	On successful completion of this module, students should understand and demonstrate skills in important tourism events' management planning and management functions, such as bidding process, events' marketing, securing sponsorship, risk management, communication, and catering management.
<b>1TPR112</b>	<b>Travel Practice 1B</b>	This module is destination specific, and on successful completion of this module, students should possess the knowledge and understanding of the application of Tourism Geography from the supply and demand perspectives. They should have knowledge of tourist destinations in Europe, Americas (North, Central and South) and Oceania.
<b>1TTD112</b>	<b>Travel &amp; Tourism Development 1B</b>	The purpose of this module is to provide students with the knowledge and understanding of the tourism industry and the different types of tourism impacts. Students will be able to identify the social, economic and environmental impacts of the development of different types of tourism attractions.
<b>1TTM112</b>	<b>Travel &amp; Tourism Management 1B</b>	The purpose of the module is to introduce tourism students to the field of General Management, and develop students who can demonstrate a focused knowledge on the issues of the manager and the development of management theory as well as the functional areas of a business, namely operations management, human resource management, marketing management, financial management, and purchasing and supply management.

<b>Elective</b>		
<b>4HMI112</b>	<b>Hospitality Information Systems 2</b>	The aim of the module is to equip students with basic computer literacy skills in presentation and spreadsheet applications.
<b>SECOND YEAR</b>		
<b>Semester 1</b>		
<b>1TEM211</b>	<b>Travel &amp; Tourism Marketing A</b>	The objective of this module is to introduce tourism students to the basic principles of marketing, mainly in a consumer product context. On a practical level, the student will have attained the necessary experience to identify environmental trends, understand basic consumer behaviour and market segmentation.
<b>1TPR211</b>	<b>Travel Practice 2A</b>	The module's purpose is to offer students with the knowledge of the composition and the function of the travel industry, including themes such as world tourism geography, surface, water and air transport, accommodation, travel document requirements for international travel, travel insurance, foreign exchange and compiling travel itineraries for international travels.
<b>1TTD211</b>	<b>Travel &amp; Tourism Development 2A</b>	On successful completion of this module, students will have acquired the necessary knowledge about the effective use of various levels and models of tourism planning in South Africa based on the tourism policies, principles of sustainability and ethical use of community tourism resources.
<b>1TTM211</b>	<b>Travel &amp; Tourism Management 2A</b>	On successful completion of this module students will be capable of applying financial analysis tools necessary to monitor the general financial position of a tourism business and to limit the risk of financial failure of the business as far as possible. Students will be able to apply basic accounting principles for effective financial decision-making in the tourism business. Students will receive guidance on how to manage the tourism business in a sustainable financial way by the integration of foundational, practical and reflective competence.
<b>Elective</b>		

<b>1COM141</b>	<b>Communication Skills 1</b>	The purpose of this module is to guide the student or learner towards becoming an effective communicator where communication refers to all of the four communication skills: speaking, writing, listening and reading.
<b>Semester 2</b>		
<b>1TEM212</b>	<b>Travel &amp; Tourism Marketing B</b>	The objective of this module is to introduce tourism students to tourism offerings, mainly in a consumer product context. On a practical level, the student will be familiar with the product, pricing, distribution and promotion elements of the marketing mix
<b>1TPR212</b>	<b>Travel Practice 2B</b>	Upon successful completion of this module, students will be able to calculate appropriate international fares with 100% accuracy, based upon principles found in the IATA Passenger Tariff Conferences' Multilateral Interline System. This is achieved by making use of the Passenger Air Tariff publication. The module is based on the standards set by IATA airlines and approved by their respective governments, reducing errors in interpreting conditions that apply to international fare calculation.
<b>1TTD212</b>	<b>Travel &amp; Tourism Development 2B</b>	The purpose of this module is to equip students studying Tourism Management for their responsibility with respect to aspects of tourism destination evolutionary models and tourism development in context. Sustainable and responsible tourism and the ongoing debates should form the core of this module.
<b>1TTM212</b>	<b>Travel &amp; Tourism Management 2B</b>	The objective of this module is to introduce the students to the distinctive process of entrepreneurship. The module presents both theory and practice, which will clarify underpinning theoretical concepts with practical application.
<b>Elective</b>		
<b>1COM182</b>	<b>Communication Skills 2</b>	The purpose of this module is to provide the learner with knowledge of effective communication skills in both written and the oral mediums, within a number of different contexts, in and out of the organisation.

<b>THIRD YEAR</b>		
<b>Semester 1</b>		
<b>1TES311</b>	<b>Tourism Employability Skills</b>	The purpose of this module is make students aware of the employability skills and encourage them to integrate these skills in their personal and professional development, and kick-start their career in tourism.
<b>1TIF311</b>	<b>Travel &amp; Tourism Information Systems</b>	The purpose of this module is to provide students with the skills of using information technology in tourism distribution channels. Students will be equipped with basic understanding of essential reservation software used in different tourism organisations.
<b>1TPR311</b>	<b>Travel Practice 3</b>	The purpose of this module is to provide students with the skills of running a travel agency and a tour operation.
<b>1TTD311</b>	<b>Travel &amp; Tourism Development 3</b>	The purpose of this module is to give the students a comprehensive understanding of the economics of tourism. The module must help student understand the supply and demand determinants of tourism, the measurement of the tourism industry, the role of the government in growing the tourism economy, the micro and macro evolution of tourism investment decisions, the international economic dimensions of tourism and the environmental economics of tourism development.
<b>1TTM311</b>	<b>Travel &amp; Tourism Management 3</b>	The purpose of this module is to provide students with an in-depth knowledge of destination competitiveness. The module will link destination competition with sustainability, exploring ways how destination policy, planning and development can bring about a sustainable and competitive destination.
<b>Semester 2</b>		

<b>1TWL312</b>	<b>Tourism Work Integrated Learning</b>	The purpose of this module is to expose students to industry / practical experience that allows them to apply theories learnt in class to practice in the tourism industry. Students will have a particular challenge of facing some industry practices that are different from classroom knowledge. Students have to find a suitable tourism organization where they will spend not less than six months in, to gain practical experience. Students are expected to be evaluated by the site mentor, submit an abstract and give a presentation on their work integrated learning experiences to the University.
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## **FACULTY OF COMMERCE, ADMINISTRATION & LAW**

### **ACCOUNTING**

#### **ACADEMIC STAFF**

<b>Co-Ordinator</b>	<b>Dr A C Weyers</b> Post-Graduate Diploma in Higher Education (UKZN), MTech (Cost & Mngmt Acc) (CUT), PhD (Mngmt Acc) (NWU),	<b>Tel. no. (035) 9026935</b>
<b>Lecturers</b>	Prof I Kaseeram, BSocSc (UKZN), MSocSc (UKZN), DCom (Economics)(UNIZULU) Mr I N Mthembu, BCom, BA (Hons), MA(UNIZULU)	

### **2AHCR1/CAHCR1 Higher Certificate in Accountancy**

This qualification is aimed at producing candidates capable of performing activities in the following areas: Accounting Assistants, Junior Bookkeepers and Accounting Technicians.

<b>FACULTY</b>	Commerce, Administration and Law	
<b>DEPARTMENT:</b>	Accounting and Auditing	
<b>QUALIFIER</b>	Higher Certificate in Accountancy	
<b>MAJORS</b>	Financial Accounting 1A	Financial Accounting 1B
	Management Accounting 1A	
<b>UNIZULU Code</b>	2AHCR1/CAHCR1	
<b>SAQA ID</b>	99552	
<b>NQF EXIT Level</b>	5	
<b>Presentation mode of subjects:</b>	Day classes	
<b>Intake for the qualification:</b>	January	

<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	120

**FIRST YEAR**

<b>SUBJECT NAME</b>	<b>NEW SUBJECT CODE</b>	<b>SUBJECT CREDITS</b>	<b>NQF LEVEL</b>	<b>PRE-REQUISITE SUBJECT(S)</b>
<b>SEMESTER 1</b>				
Financial Accounting 1A	2CAC101	15	5	None
Business Calculations 1A	2ABU101	15	5	None
Management Accounting 1A	2AMA101	15	5	None
Management Information Systems 1A	2AMS101	15	5	None
UNIZULU 101	UZUL100	16	5	None
<b>SEMESTER 2</b>				
Financial Accounting 1B	2CAC102	15	5	None
Business Literacy	2ABL102	15	5	None
Legal Principles and Practices for Accountants	2ALP102	15	5	None
Management Information Systems 1B	2AMS102	15	5	None
UNIZULU 101	UZUL100	16	5	None
<b>TOTAL</b>		126		

### Higher Certificate in Accountancy

#### MODULE DESCRIPTIONS

<b>CODE</b>	<b>MODULE NAME</b>	<b>MODULE DESCRIPTION</b>
2CAC101	Financial Accounting 1A	At the end of the course, students should have developed the necessary skills to understand the business cycle and various decisions taken in a business; record and interpret financial transactions; prepare financial statements as well as relate underlying accounting assumptions and concepts to current practice. Students are expected to develop the ability to record all routine transactions including the Cash book in accordance with the VAT Act requirements.
2CAC102	Financial Accounting 1B	This module discusses the basic disclosure of assets; liabilities and the various forms of equity in sole traders, partnerships, and companies. Inventory and the recording thereof is also discussed. Cash and credit transactions are discussed and the reconciliation of bank, debtors and creditors are discussed in detail.



		Property, plant and equipment also form part of this curriculum. This module concludes with the discussion of partnerships.
2AMA101	Management Accounting 1	This module discusses the principles of cost classification and terminology; stock holding terms, concepts and administration of stock; remuneration systems; overhead costs and allocation rates; cost flow and manufacturing costs as well as cost-volume profit analysis is the final topic of this module.
2AMS101	Management Information Systems 1A	This course introduces students to the techniques and tools of management information systems. Coverage is given to the Information System as it relates to the system's concept and its role in an organisation, IT infrastructure with the focus on hardware and software, as well as database technologies. Students will learn social and global subjects such as ethical, legal and security issues relative to Management Information Systems. Computer literacy will be focused on Microsoft Word documents, Power Point presentations, data management using databases as well as Microsoft visio and project management
2AMS102	Management Information Systems 1B	This course is a continuation of MIS 1.1, now focusing on data communication; the Internet; E-Commerce; Global Information Systems; IS Development; Enterprise systems; Management Support Systems and a peak into the future looking at emerging trends and technologies. The technical component will be on spreadsheets and web page development.
2ABU101	Business Calculations	This module deals with arithmetic; decimals; percentages; ratios; algebra; indices; algebraic expressions; factorisation; transposing formula; solving equations; straight line and exponential graphs.
2ALP102	Legal Principles and Practices for Accountants 1	Students will be introduced to the normative systems and sources of law. The rules relating to the Interpretation of Statutes, requirements of a valid contract, contracts of sale and purchase as well as the law of Agency will also be introduced to the students.
2ABL102	Business Literacy	This course covers various topics which include the theory of communication; channels of communication; adaptation and the selection of words; construction of clear sentences and paragraphs; writing for effect as well as the introduction to messages and the writing process. It also focusses on informal oral communication, public speaking and oral reporting; the introduction to

		communication in the workplace; techniques of cross-cultural communication; correctness of communication; technology-enabled communication and business research methods.
UZUL100	UNIZULU 101	The purpose of the module is to unlock the potential of students to meaningfully access the university curriculum in a way that transcends the constraints of knowledge boundaries; generating new forms of thinking and acting. UNIZULU 101 is constructed in ways that build resonance between students' real-life experiences and histories. It is an investment to be returned by the collaborative and innovative growth of socially engaged students in a socially engaged and relevant university.

## 2AACR1/CAACR1

## Advanced Certificate in Accountancy

This is a 1 year qualification consisting of 9 modules. The total credit value for this qualification is 120. This qualification is aimed at producing people capable of performing activities in the following areas: Accounting assistants and junior bookkeepers and accounting technicians.

**Learners aspiring to enter this qualification must be in possession of a Higher Certificate in Accountancy (NQF entry level 5).**

<b>FACULTY</b>	Commerce, Administration and Law
<b>DEPARTMENT</b>	Accounting and Auditing
<b>QUALIFIER</b>	Advanced Certificate in Accountancy
<b>MAJORS</b>	Auditing 1.1. Financial Accounting 2A. Management Accounting 2A. Taxation Auditing 1.2 Financial Accounting 2B. Management Accounting 2B. Introduction to Pastel 1. Commerce in Practice
<b>UNIZULU Code</b>	2AACR1/CAACR1
<b>SAQA ID</b>	101812
<b>NQF EXIT Level</b>	6
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	120

**FIRST YEAR**

SUBJECT NAME	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>				
Auditing 1.1.	2AAU111	15	6	None
Financial Accounting 2A.	2CAC201	15	6	None
Management Accounting 2A.	2AMA201	15	6	None
Taxation	2CTA201	15	6	None
<b>SEMESTER 2</b>				
Auditing 1.2	2AAU112	15	6	None
Financial Accounting 2B.	2CAC202	15	6	None
Management Accounting 2B.	2AMA202	15	6	None
Introduction to Pastel 1.	2APA112	7	6	None
Commerce in Practice	2ACP112	8	6	None
<b>TOTAL</b>		120		

**MODULE DESCRIPTIONS**

CODE	MODULE NAME	MODULE DESCRIPTION
2CAC201	Financial Accounting 2A	This module serves to introduce students to companies, including Close corporations. Using this information as a foundation, students will learn how the financial statements and reports relevant to a company are produced.
2CAC202	Financial Accounting 2B	This module introduces students to the various kinds of statements that are applicable to company accounts. The treatment of the various statements, recognition thereof and incorporation into the set of financial statements of a company will also be addressed, and students are taught how to apply these differences.
2AAU111	Auditing 1.1	The purpose of the module is to introduce students to the relevant business principles for Accounting, including internal control and professional ethics as well as the regulations set out in the <i>Companies Act 2008</i> and by the <i>King III Report</i> on corporate governance. An understanding of the role of the auditor, the audit process and the key elements that affect an audit are then built upon this course.
2AAU112	Auditing 1.2	The purpose of the module is to impart an understanding of the key business cycles which exist in most organizations, the risks faced in each cycle and the internal controls recommended to address these risks. The student is then equipped to understand the audit procedures used to gather evidence to support the assertions contained in



Ms S Mgoduka, BCom (Hons), MCom (UNIZULU)  
Mr I Mosiuoa, BCom, BCom (Hons) (UNIZULU)  
Mr S G Ndlovu, B.Com, B.Com (Hons), M.Com, (UNIZULU).

**CBCTM1                      National Higher Certificate in Marketing**  
**No intake of new students for 2020**

A graduate who has achieved this qualification will be able to understand and apply fundamental principles of marketing; apply consumer behavior; communicate marketing information effectively using different media; distinguish the different product and services as well as marketing characteristics and strategies. The individual will also be able to identify the contemporary environment, problems and practices of consumer marketing. Career opportunities include employment as a marketing administration officer; sales administration assistant; advertising/promotions planner; advertising account co-ordinator; marketing research assistant; marketing representative; assistant merchandising manager; direct marketing planner or any marketing-related career.

<b>FACULTY</b>	Commerce, Administration and Law
<b>DEPARTMENT:</b>	Business Management
<b>QUALIFIER</b>	National Higher Certificate in Marketing
<b>MAJORS</b>	Marketing Management 1.1, 1.2, 2.1 and 2.2
<b>UNIZULU Code</b>	CBCTM1
<b>SAQA ID</b>	73330
<b>NQF EXIT Level</b>	5
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	240

**FIRST YEAR**

<b>SUBJECT NAME</b>	<b>SUBJECT CODE</b>	<b>SUBJECT CREDITS</b>	<b>NQF LEVEL</b>	<b>PRE-REQUISITE SUBJECT(S)</b>
<b>SEMESTER 1</b>				
Marketing Management 1.1	CCMM101	15	5	None
Accounting for Marketers 1A	CCAM101	15	5	None
Economics and Management	CCEM101	15	5	None
Communication	CCCN101	15	5	None
<b>SEMESTER 2</b>				
Marketing Management 1.2	CCMM102	15	5	None
Accounting for Marketers 1B	CCAM102	15	5	None
Business Info Systems 1.2	CCIS102	15	5	None
Consumer Behaviour	CCCB102	15	5	None
<b>TOTAL</b>		120		

**SECOND YEAR**

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>				
Marketing Management 2.1	CCMM201	15	5	CCMM101
Business Calculations	CCBC101	15	5	None
Personal Selling	CCPS201	15	5	None
Marketing Research A	CCMR201	15	5	None
<b>SEMESTER 2</b>				
Marketing Management 2.2	CCMM202	15	5	None
Business Calculations	CCBC102	15	5	None
Communication	CCCN102	15	5	None
Marketing Research B	CCMR202	15	5	None
<b>TOTAL</b>		120		

**CBCTM1 National Higher Certificate in Marketing**

**MODULE DESCRIPTIONS**

CODE	MODULE NAME	MODULE DESCRIPTION
CCAM101	Accounting for Marketers 1A	In this module, students learn about processing accounting information through the accounting system to an elementary balance sheet and income statement; basic disclosure of assets, liabilities as well as the various forms of equity in sole traders, partnerships and companies; manufacturing Income Statements and the determination of inventory values using arithmetic conventions.
CCAM102	Accounting for Marketers 1B	This module covers the introduction to VAT and how to prepare a cash book in accordance with VAT act requirements; introduction to employees tax and the computation of salaries and wages amounts as well as post-closing journal entries and the AFS.
CCMM101	Marketing Management 1.1	In this module, students will learn about defining marketing and the marketing process; understanding the marketplace and consumers; marketing environment; marketing information systems; market segmentation; targeting and positioning as well as marketing strategy and planning.
CCMM102	Marketing Management 1.2	This module provides a breakdown of the marketing elements: product strategy, pricing decisions, overview of marketing communications and distribution.

CCEM101	Economics and Management	This module covers the following topics: introduction to understanding global and domestic economics; business ownership and starting a small business as well as business management, looking at planning, organising, directing and control functions.
CCPS201	Personal Selling	Personal Selling covers the integration of sales and marketing management as well as starting with the marketing mix and role of selling. It looks at the major determinants of salesperson performance as well as prospecting techniques and sales presentations.
CCCB102	Consumer Behaviour	This module covers the basic principles of cultural influences on buying behavior; how reference groups and family influence decision making; buyer expectations and perceptions as well as the consumer decision process and social responsibility.
CCMR201	Marketing Research A	This modules looks at the nature of marketing research; processes and design; sampling and survey methods; questionnaire design; data collection as well as analysis and interpretation.
CCMR202	Marketing Research B	This module covers the practical part of marketing research. Students have to identify a marketing problem/opportunity that needs research. A research proposal will have to be prepared. The marketing research will then have to be undertaken, culminating in a final research report.
CCMM201	Marketing Management 2.1	This module looks at the importance of strategic planning in marketing; the information needed for taking marketing decisions; how to develop a target market and applying a segmentation approach.
CCIS102	Business Information Systems 1.2	In this module, students will learn how to use a slide presentation generating application package to create slide shows for presentations; use spreadsheet, database and accounting application packages to perform spreadsheet, database and accounting functions as well as integrate the use of presentation, word-processing, spreadsheet, database, accounting and e-mail packages.
CCMM202	Marketing Management 2.2	This module provides a more detailed look at product planning; branding and packaging decisions; distribution planning and physical distribution; wholesaling & retailing; an overview of promotion planning; advertising and publicity as well as aspects of international and electronic marketing
CCBC101	Business Calculations	This modules covers arithmetic; decimals; percentages and ratios; algebra; indices and

		algebraic expressions; factorisation, transposing formula and solving equations as well as straight line and exponential graphs.
CCBC102	Business Calculations	The module covers introduction to research, distinction between: qualitative & quantitative data, primary & secondary data. The distinction between a population and sample, inclusive of sampling error, sampling design involving probability and non-probability approaches. Descriptive statistics, the use of tables, graphs, charts (pie, bar and pictograms). Statistical methods involving bivariate contingency tables, correlation analysis, linear regression approach. Introduction to probability theory, standard normal probability distributions and its use in inferential statistics via Z-scores. Introduction to Student-t distributions.
CCCN101	Communication	This module covers the element of Communication processes; effective Communication; functions of non-verbal communication; organizational communication; conflict management within an organisation; plans and preparation of forms of business correspondence; CV and Resume; meeting procedure; investigative reporting plans and preparation.
CCCN102	Communication	This course covers the theory of communication; channels of communication; adaptation and the selection of words; construction of clear sentences and paragraphs as well as writing for effect. It also covers the introduction to messages and the writing process; informal oral communication, public speaking and oral reporting; introduction to communication in the workplace; techniques of cross-cultural communication; correctness of communication, technology-enabled communication and business research methods.

## CO-OPERATIVES

## ACADEMIC STAFF

### Co-Ordinator

**Ms T I Maseko**

**035-902 6886**

BCom, BComHons, MCom (Business Management) PGCE(UNIZULU)

## Lecturers

Dr M F Magigaba, BA(Hons), MBA (JSU, USA) DCom (UNIZULU)

Ms H C Zwane, PGCE, B.Com, B.Com (Hons)(UNIZULU)

Mr S G Ndlovu, B.Com, B.Com (Hons), MCom (UNIZULU)



Mr L O Mpungose, BCom, BCom(Hon)(UNIZULU)  
Dr H Maduku, BCom Honors Economics (Midlands State University, Zimbabwe),  
MCom Economics, DCom Economics, (UNIZULU)  
Mr L T Zungu, BAdm, BCom(Hons), BAdmin., MA Economics(UNIZULU),  
Ms T N Radebe, BCom, Hons (Business Management), MCom (Business  
Management)(UNIZULU),  
Ms N S Zikhali, NHC Marketing, BCom, BCom (Hons) & MCom (UNIZULU)  
Mr B N Mthethwa, BAdmin, BAdmin (Hons), MPA(UNIZULU)

## **2CODY1/CCODY1      Diploma in Management of Co-Operatives**

This programme is one of the first accredited academic diplomas in this field. It aims to equip students with skills and knowledge that will qualify them for employment as managers and supervisors of small and medium co-operatives. Graduates will be able to manage the operations of co-operative organisations, mobilise resources from members of co-operatives for growth and wealth generation. Graduates will also acquire broad-based business management skills. Employment opportunities can be in any of the following positions: co-operative manager, co-operative training and educational specialist, co-operative promoters/advisor, co-operative auditor, credit officer for micro-financing or project development officer with a non-governmental organisation (NGO).

<b>FACULTY</b>	Commerce, Administration and Law
<b>DEPARTMENT</b>	Business Management
<b>QUALIFIER</b>	Diploma in Management of Co-Operatives
<b>MAJORS</b>	Business Management 1 and 2 for Co-Operatives; Co-Operatives Organisation and Management Practice 1 and 2
<b>UNIZULU Code</b>	2CODY1/CCODY1
<b>SAQA ID</b>	84126
<b>NQF EXIT Level</b>	6
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	360

### **FIRST YEAR**

<b>SUBJECT NAME</b>	<b>OLD SUBJECT CODE</b>	<b>NEW SUBJECT CODE</b>	<b>SUBJECT CREDITS</b>	<b>NQF LEVEL</b>	<b>PRE-REQUISITE SUBJECT(S)</b>
<b>SEMESTER 1</b>					
History and Principles of Co-Operatives	CCDH111	2CDH111	15	5	None
Business Calculations for Co-Operatives	CCDC111	2CDC111	15	5	None
Business Information Systems for Co-Operatives	CCDI111	2CDI111	15	5	None

Business Communication for Co-Operatives	CCDD111	2CDD111	15	5	None
<b>SEMESTER 2</b>					
Management of Savings and Credit Co-Operatives	CCDM112	2CDM112	15	5	None
Accounting 1A for Co-Operatives	CCDA112	2CDA112	15	5	None
Business Management 1 for Co-Operatives	CCDB112	2CDB112	15	5	None
Co-Op Organization and Management Practice	CCDO112	2CDO112	15	5	None
<b>TOTAL</b>			<b>120</b>		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Co-Operatives Policy, Law & Regulations	CCDP211	2CDP211	15	5	CCDA112/2CDM112
Research Methods for Co-Operatives	CCDR211	2CDR211	15	5	None
Mathematics & Statistics for Co-Operatives	CCDS211	2CDS211	15	5	None
Accounting 1B for Co-Operatives	CCDA211	2CDA211	15	5	CCDA112/2CDA112
<b>SEMESTER 2</b>					
Work Integrated Learning Internship	CCDW212	2CDW212	60	6	CCDO112/2CDO112 CCDM112/2CDM112 CCDB112/2CCDB112 CCDA112/CCDA112
<b>TOTAL</b>			<b>120</b>		

**THIRD YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Financial Accounting for Co-Operatives	CCDF311	2CDF311	15	7	None
Co-operative Banking	CCDN311	2CDN311	15	7	CCDM112/2CDM112
Business Management 2 for Co-Operatives	CCDB311	2CDB311	15	6	CCDB112/2CDB112
Commercial Law for Co-Operatives	CCDL311	2CDL311	15	7	None
<b>SEMESTER 2</b>					

Co-Operatives Organisation & Management Practice 2	CCDO312	2CDO312	15	6	CCDO112/2CDO112
Introduction to Auditing & Professional Ethics	CCDP312	2CDP312	15	7	None
Co-Operative Marketing	CCDR312	2CDR312	15	6	None
Co-Operative Education & Training	CCDE312	2CDE312	15	7	None
<b>TOTAL</b>			<b>120</b>		

## 2CODY1/CCODY1 Diploma in Management of Co-Operatives

### MODULE DESCRIPTIONS

MODULE CODE	MODULE NAME	MODULE DESCRIPTION
2CDC111/ CCDC111	Business Calculations	This module covers arithmetic; decimals; percentages and ratios; algebra; indices and algebraic expressions; factorisation, transposing formula and solving equations as well as straight line and exponential graphs.
2CDH111/ CCDH111	History and Principles	This module explains the historical development from a global perspective. It looks at the nature, objectives and principles of co-operatives; describes the forms of business ownership including co-operatives and looks at the role of co-operatives in developing countries.
2CDI111/ CCDI111	Business Information Systems	This course introduces students to the techniques and tools of management information systems. Coverage is given to the Information System as it relates to the system's concept and its role in an organisation. The course also covers IT infrastructure with a focus on hardware and software as well as database technologies. Students will learn social and global subjects such as ethical, legal and security issues relative to Management Information Systems. Computer literacy will be focused on Microsoft Word documents, Microsoft PowerPoint presentations, data management using databases as well as Microsoft vision and project management
2CDD111/ CCDD111	Business Communication	This course covers the theory of communication; channels of communication; adaptation and the selection of words; construction of clear sentences and paragraphs as well as writing for effect. It also covers the introduction to messages and the writing process; informal oral communication, public speaking and oral reporting; introduction to communication in the

		workplace; techniques of cross-cultural communication; correctness of communication, technology-enabled communication and business research methods.
2CDM112/ CCDM112	Management of Savings	In this module, students will learn about how to help in organising and operating financial services co-operatives, in particular Savings and Credit Co-Operatives (SACCO). Students will also learn about savings mobilisation strategies; regulatory policy and legal framework for SACCO's; credit analysis, investment analysis; cost of capital and management of SACCO's.
2CDA112/ CCDA112	Accounting for Co-Ops 1A	In this module, students learn about processing accounting information through the accounting system to an elementary balance sheet and income statement; basic disclosure of assets, liabilities as well as the various forms of equity in sole traders, partnerships and companies; manufacturing Income Statements and the determination of inventory values using arithmetic conventions.
2CDB112/ CCDB112	Business Management 1	This module is an introduction into understanding global and domestic economics; business ownership and starting a small business; people and production as well as business management, looking at planning, organising, directing and control functions.
2CDO112/ CCDO112	Co-Op Organisation and Management	This module covers approaches to co-operative promotion and organisation; roles and functions of government in co-operatives; types and functions of co-operatives; the governance structure in a co-operative; roles and responsibilities of the various groups within a co-operative as well as feasibility and business plan preparation.
CCDP211/ 2CDP211	Co-Op Policy Law and Regulations	This module looks at the main co-operative sectors; the development of policy regulations of co-operative policy; the registration processes of a co-operative; the constitution and functions of co-operatives; powers general meetings and management of co-operatives as well as the amalgamation, division, conversion and transfer of co-operatives.
CCDR211/ 2CDR211	Research Methods	This module looks at the nature of marketing research; processes and design; sampling and survey methods; questionnaire design; data collection, analysis and interpretation as well as the compilation of a marketing research report.
CCDA211/	Accounting 1B	This module covers the introduction to VAT and how to prepare a cash book in accordance with VAT act

2CDA211		requirements; introduction to employees tax and the computation of salaries and wages amounts as well as post-closing journal entries and the AFS.
CCDW212/ 2CDW212	Work Integrated Learning	During this period, students have to visit and interact / work with co-operatives for three months
CCDF311/ 2CDF311	Financial Accounting	In this module, students learn about processing accounting information through the accounting system to an elementary balance sheet and income statement; basic disclosure of assets, liabilities as well as the various forms of equity in sole traders, partnerships and companies; manufacturing Income Statements and the determination of inventory values using arithmetic conventions. Students also learn about capital budgeting and cash flows; the investment process; working capital and financing decisions.
CCDN311/ 2CDN311	Co-Operative Banking	The main focus of the module is the registration, constitution, functions and powers of co-operative banks and the regulatory authorities; banking services provided by co-operative banks as well as their management.
CCDB311/ 2CDB311	Business Management 2	This module deals with ownership, management and organisation; human resources; labour management relations; the marketing process; finance and risk management; information and management decision making as well as government and world business.
CCDL311/ 2CDL311	Commercial Law for Co-Ops	This module deals with contracts; sales; leases; suretyship; agency; aspects of employment and credit agreements. Various aspects of commercial law will be included, with particular emphasis on topics that have direct relevance to the establishment and continued existence of co-operatives.
CCDO312/ 2CDO312	Co-Op Organisation and Management	This modules seeks to help students understand strategic and policy issues relating to an organisation; the functioning and role of co-operatives and their stakeholders; governance; leadership; business development; the role of government and development agencies in the development of co-operatives.
CCDP312/ 2CDP312	Auditing and Professional Ethics	This module will introduce students to the auditing code of professional conduct, statutory requirements and the audit process. Audit risks and evidence concepts will also be discussed.
		In this module, students will learn about defining marketing and the marketing process; understanding the marketplace and consumers; the marketing

CCDR312/ 2CDR312	Co-Operative Marketing	environment as well as marketing information systems. They will also learn about market segmentation, targeting and positioning; the marketing strategy and planning as well as the breakdown of the marketing elements: product strategy, pricing decisions, overview of marketing communications and distribution.
CCDE312/ 2CDE312	Co-Operative Education and Training	This module deals with principles and methods of co-operative education and training for members, directors, employees, interest groups and general public. Other topics include techniques of organising and conducting meetings, seminars and workshops; methods for handling adult learners as well as developing training content from needs assessments.

## **TRANSPORT & LOGISTICS**

### **ACADEMIC STAFF**

**Co-Ordinator**                      **Mr K Ampofo-Twumasi**                      **Tel. no. (035) 9026938**  
BSc (Hons), Dip Education (GH), Hons B (B&A), MBA (Stell)

**Lecturers**

Dr M F Magigaba, BA(Hons), MBA (JSU, USA) DCom (UNIZULU)  
 Dr N N Jili, BAdm, BAdmin(Hons) MPA (UNIZULU), DAdmin(UKZN)  
 Mr FN Gwala, BAdm., BAdm.(Hons), MPA (UNIZULU)  
 Dr K D Ilesanmi, BSc (Hons) Economics (AAUA, Nigeria), MCom Economics, DCom Economics (UNIZULU)  
 Dr B T Mazorodze, BAHons (Midlands State University, Zimbabwe) MCom, D.Com, (UNIZULU)  
 Dr H Maduku, BCom Honors Economics (Midlands State University, Zimbabwe), MCom Economics, DCom Economics, (UNIZULU)  
 Mr L T Zungu, BAdm., BCom(Hons), BAdmin, MA Economics(UNIZULU),  
 Mr S O Taiwo, B.Tech (Hons) (LAUTECH), B.Com (Hons), MCom (UNIZULU)  
 Ms S Mgoduka, BCom, BCom (Hons), MCom (UNIZULU)  
 Mr L U Agwuna, HC, Marketing, BCom, Hons,Economics (UNIZULU)  
 Dr A. O. Ayandibu, B.Sc (Hons) (UNAD), BAP (SA), MBA (UNILORIN), Ph.D (UKZN)  
 Ms T N Radebe, BCom, Hons (Business Management), MCom (Business Management) (UNIZULU)  
 Ms M. P Jeza, BCom, BCom (Hons)(UNIZULU)

### **2BLM01/CBLM01      Diploma in Logistics Management**

This qualification is aimed at producing entry-level employees who intend to pursue careers in the field of transport and supply chain management. Successful students will be qualified to work in the transportation and logistics fields, specializing in logistics services; warehousing and

distribution; supply chain management; clearing and forwarding; export and import trade; inventory control as well as procurement and manufacturing.

<b>FACULTY</b>	Commerce, Administration and Law
<b>DEPARTMENT</b>	Business Management
<b>QUALIFIER</b>	Diploma in Logistics Management
<b>MAJORS</b>	Risk Management, Costing for Transportation, Financial Management, Logistics 2A, 2B, International Business, Research Methods, Managerial Problem Solving Techniques, Project Management, Production Planning and Control and Practical Logistics 3A, 3B
<b>UNIZULU Code</b>	2BLM01/CBLM01
<b>SAQA ID</b>	79346
<b>NQF EXIT Level</b>	6
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	384

**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Mathematics for Transport and Logistics	CBTL101	2BTL101	16	5	None
Economics for Transport and Logistics	CBTL111	2BTL111	16	5	None
End User Computing	CBTL121	2BTL121	16	5	None
Business Language 1A	CATL131	2ATL131	16	5	Equivalent to CBTL131/2BTL131
<b>SEMESTER 2</b>					
Business Language 1B	CATL132	2ATL132	16	5	Equivalent to CBTL102/2BTL102
Practical Accounting	CBTL112	2BTL112	16	5	None
Business Management	CBTL122	2BTL122	16	6	None
Marketing	CBTL132	2BTL132	16	6	None
<b>TOTAL</b>			<b>128</b>		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Purchasing Management	CBLM201	2BLM201	16	6	None
Financial Management	CBLM211	2BLM211	16	6	None

Logistics 2A	CBTL201	2BTL201	16	6	None
Research Methods	CBTL211	2BTL211	16	6	None
<b>SEMESTER 2</b>					
Costing for Transportation	CBLM202	2BLM202	16	6	None
Logistics 2B	CBTL202	2BTL202	16	6	None
Managerial Problem Solving Techniques	CBTL212	2BTL212	16	6	None
Commercial Law	CBTL222	2BTL222	16	6	None
<b>TOTAL</b>			<b>128</b>		

### THIRD YEAR

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Logistics 3A	CBTL301	2BTL301	16	7	CBTL201/2BTL201 CBTL202/2BTL202
International Business	CBTL311	2BTL311	16	7	None
Risk Management	CBTL321	2BTL321	16	6	None
Project Management	CBLM301	2BLM301	16	7	None
<b>SEMESTER 2</b>					
Logistics 3B	CBTL302	2BTL302	16	6	CBTL201/2BTL201; 2BTL202/CBTL202
Production Planning and Control	CBLM302	2BLM302	16	7	None
Practical Logistics 3A	CBLM312	2BLM312	16	6	CBLM202/2BLM202, CBTL202/2BTL202, CBTL212/2BTL212, CBTL222/2BTL222
Practical Logistics 3B	CBLM322	2BLM322	16	7	CBLM202,, CBTL202, CBTL212, CBTL222
<b>TOTAL</b>			<b>128</b>		

## 2BLM01/CBLM01 Diploma in Logistics Management

### MODULE DESCRIPTIONS

DIPLOMA IN LOGISTICS MANAGEMENT		
<b>SEMESTER 1</b>		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION



2BTL101/ CBTL101	Mathematics for Transport and Logistics	The purpose of this module is to enable students to get foundation in numeracy and get prepared for the core modules in year two and three. Topics covered include: basic mathematics; percentages; ratios and proportions; algebra; simple interest; compound interest; algebra linear programming; introduction to statistics; elementary probability; probability events; Venn diagrams and probability tree diagrams.
2BTL111/ CBTL111	Economics for Transport and Logistics	Upon completing this module, students should be able to explain what economics is; distinguish between microeconomics and macroeconomics; understand the principles of economics; describe the three central economic questions and describe the major differences in various economic systems. Students should also be able to show how demand and supply can be expressed in words, numbers, graphs and equations; explain how the equilibrium price and quantity are determined; explain how government intervention affects markets; explain the determinants of various elasticity of both demand and supply; define the various revenue, cost and profit concepts; and the theoretical differences between the four market structures and the interpretation of graphs thereof.
2BTL121/ CBTL121	End User Computing	After completing this module student should be able to use Microsoft Word to complete assignments given in other modules; use Microsoft PowerPoint to make presentations in class and perform basic calculations (addition, subtractions, divisions) on a spreadsheet. They should also be able to use the formula functions in Microsoft Excel to insert different formulae; perform calculations involving absolute functions on Microsoft Spread Sheet; analyse data on a spread sheet as well as sort data and format a spread sheet.
2BTL131/ CBTL131	Business Language 1	After completing this module, students should be able to deliver a professional oral and written presentation report, memo and minutes; participate meaningfully in interactions with others in such a way that the sender of the message feels valued and supported; show through responses and use of written texts that understanding, interpretation and evaluation have taken place; write letters, e-mails, memorandums, faxes, notices, short advertisements and brochures that meet the needs of the intended audience and achieve the desired goals as well as prepare and deliver a speech on a given topical issue.
<b>SEMESTER 2</b>		
2ATL132/ CATL132		After completing this module, students should be able to apply the concepts of persuasive communication within a

	Business Language 2	number of different social contexts; develop business communication skills; avoid common mistakes made in a formal conversation and listen to his/her audience in order to provide a suitable response. Students should be able to understand audience in different contexts; carry out an audience analysis; develop the skill of delivering both good and bad news as well as carry out an effective presentation making use of both written and oral communication skills.
2BTL112/ CBTL112	Practical Accounting	After completing the module, students should be able to prepare books of prime entry; post journals; prepare and balance a general ledger; analysing effects of transactions on the accounting equation as well as prepare and adjust the trial balance. They should also be able to prepare the income statement with basic adjustments; prepare the balance sheet using the format of accounting equation; preparing statement of cash flows; calculation of input and output VAT as well as knowledge of principles of internal controls.
2BTL122/ CBTL122	Business Management	Upon completing this course, students should be able to apply sound management principles and theories in a real business situation; translate ideas into business opportunities; draw business plans and establish a business enterprise; analyse contemporary management issues which offer competitive advantage as well as analyse micro and macro business environment. They should also analyse the basic role of management in business organisations; analyse classical and contemporary approaches to business; gather and analyse financial information and take decisions on long term investment and capital budgeting as well as analyse case studies on financial decisions and select the optimal capital structure.
2BTL132/ CBTL132	Marketing	After completing the module, students should be able to analyse and apply the following to business situations: strategic marketing; market environmental factors; marketing research; marketing information systems; market segmentation; products; new product development and innovation; price and pricing strategy; product promotion; marketing distribution channels; competitors and competitive advantage; market targeting, positioning and brand strategy; management control; financial control as well as performance appraisal and benchmarking.

## SECOND YEAR

SEMESTER 1		
CBLM201/		After completing the module, students should be able to analyse and apply the following: the purchasing function in perspective; the task of purchasing and supply

2BLM201	Purchasing Management	management; the purchasing process and procedure; purchasing and supply policies and strategies as well as assessment of selection of supplier and the management of quality in purchasing and supply. They should be able to analyse and apply purchasing price determination and cost analysis; quality and inventory management; material flow activities; negotiation in purchasing and supply management; electronic commerce and electronic procurement applications in supply management; make or buy decisions; in sourcing as well as outsourcing strategies.
CBLM211/ 2BLM211	Financial Management	After completing the module, the student should be able to analyse and apply the role and environment of managerial finance; financial statements and cash flow; financial planning; time value of money; risk and return on income; capital budgeting cash flows; the cost of capital; working capital and current assets as well as international managerial finance.
CBTL201/ 2BTL201	Logistics 2A	After completing the module, the student should be able to analyse and apply business logistics management; competitive advantage created by logistics; logistics and supply chain strategy planning; tactical logistics management and supply chain management; financial aspects of logistics and supply chain management; forecasting and supply chain requirements; Supply Chain Network integration, production and operations management; procurement management and inventory management.
CBTL211/ 2BTL211	Research Methods	After completing the module, the student should be able to analyse and apply factors which influence research; research topic/project topic and stating the research problem; conceptualisation in qualitative research; writing literature review; population sampling methods; qualitative and quantitative research designs; data collection and data analysis; data interpretation; report writing as well as ethics in research.
<b>SEMESTER 2</b>		
CBLM202/ 2BLM202	Costing for Transportation	After completing the module, the student should be able to analyse and apply cost and management accounting; costs classification; systems for costing, products and services; variable and absorption costing; costing jobs; processes and services; activity based costing; standard costing and budgetary control; profit planning in the short term as well as relevant costing and methods of estimating cost.
CBTL202/ 2BTL202		After completing the module, students should be able to design and establish storage and handling facilities; understand the principles of packaging and its role in the

	Logistics 2B	supply chain; select the appropriate handling equipment to be used in particular facilities; to give an outline of efficient operations in a warehouse; analyse the operational characteristics of the various modes of freight transport; analyse transport cost structures and apply transport pricing principles; outline the principles of transport management; understand how international supply chains are managed; understand and apply reverse logistics in supply chains as well as apply controls in logistics/supply chains.
CBTL212/ 2BTL212	Managerial Problem Solving Techniques	After completing the module, students should be able to analyse business cases using modelling techniques with Microsoft Excel spreadsheet. Case problems will be solved with optimisation modelling; linear programming models; network models; simulation modelling; inventory models as well as queueing models.
CBTL222/ 2BTL222	Commercial Law	The module will equip students with sound knowledge and understanding of the legal rules in commercial transactions as well as principles of commercial law and ethics relating to commercial law. The students should also be able to analyse cases in the law of contracts; define and analyse valid contracts; types of contracts; nature of contracts; writing of contracts, accepting an offer; consensus and defect in contracts; capacity to perform a juristic act as well as breach of contracts and remedies. The students should be able to distinguish between the types of contracts, that is sale, lease and service. The mechanism to impose fairness on employment relationships will also be outlined.

### THIRD YEAR

SEMESTER 1		
CBTL301/ 2BTL301	Logistics 3A	Upon completing the module, students should be able to analyse and apply supply chain problems; formulate supply chain strategies as well as product and customer service strategies. Students will also evaluate order processing approaches and information systems in supply chains. Transport modes, multimodal transport and transport decisions will be analysed. Forecasting supply chain needs and inventory policy decisions will also be analysed and applied.
CBTL311/ 2BTL311	International Business	After completing the module, students should be able to analyse and apply merits of trading overseas; characteristics of international transport; freight rates; export cargo packaging, stowage, marking and dangerous goods cargo shipments; export customs practice freight/cargo insurance; as well as credit insurance and transport distribution analysis. The

		learner should be able to assemble export documentation for a particular transaction.
CBTL321/ 2BTL321	Risk Management	Upon completing this module, students should be able to identify and work with risk as well as analyse and apply trends affecting the supply chain; the supply chain management context; approaches to risk; responding to risks; a network view of risk; creating resilient supply chains and business continuity management.
CBLM301/ 2BLM301	Project Management	Upon completion of this module, students should understand project selection through strategic alignment; project management processes; project initiation definition and planning; project execution; monitoring and control; stakeholder management as well as project communication and project closure. Students will assess project risks and design plans to mitigate project risks.
<b>SEMESTER 2</b>		
CBTL302/ 2BTL302	Logistics 3B	After completing the module, students should be able to analyse and apply the following to logistics and supply chains: inventory policy decisions; purchasing and supply policies; storage and handling systems; facility location decisions and network planning. Students will also be able to apply logistics supply chain controls.
CBLM302/ 2BLM302	Production Planning and Control	This module seeks to help students to analyse and apply the following to production and operations management: business forecasting; the design of goods and services, process design, strategy and management; quality tools and techniques as well as capacity planning. The students will also evaluate operations management challenges in South Africa.
CBLM312/ 2BLM312	Practical Logistics A	During this period, students will acquire practical training or work integrated learning in a transport company or in an organisation dealing in logistics supply chain activities.
CBLM322/ 2BLM322	Practical Logistics B	During this period, students will acquire practical training or work integrated learning in a transport company or in an organisation dealing in logistics supply chain activities.

## **2BTM01/CBTM01     Diploma in Transport Management**

This qualification is aimed at producing entry-level employees who intend to pursue careers in the field of transport and supply chain management. Successful students will be qualified to work in a transportation related business operation, specializing in road transport operations - national

and international; and municipal transport/management. Serving as transportation projects manager; in-house transport manager for organisations; logistics service provider. Graduates will qualify to fill positions in warehousing and distribution, supply chain management, clearing and forwarding as well as export and import trade.

<b>FACULTY</b>	Commerce, Administration and Law
<b>DEPARTMENT</b>	Business Management
<b>Qualifier</b>	Diploma in Transport Management
<b>MAJORS</b>	Risk Management, Logistics 2A, 2B, 3A, 3B, International Business, Research Methods, Managerial Problem Solving Techniques, Commercial Law, Transportation 2A, 2B, 3A, 3B, Transport field Specialization, Practical Logistics 3A, 3B
<b>UNIZULU Code</b>	2BTM01/CBTM01
<b>SAQA ID</b>	79266
<b>NQF EXIT Level</b>	6
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	384

**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Mathematics for Transport and Logistics	CBTL101	2BTL101	16	5	None
Economics for Transport and Logistics	CBTL111	2BTL111	16	5	None
Business Language 1A	CATL131	2ATL131	16	5	Equivalent to CBTL131/2BTL131
End User Computing	CBTL121	2BTL121	16	5	None
<b>SEMESTER 2</b>					
Business Language 1B	CATL132	2ATL132	16	5	Equivalent to CBTL102/2BTL102
Practical Accounting	CBTL112	2BTL112	16	5	None
Business Management	CBTL122	2BTL122	16	6	None
Marketing	CBTL132	2BTL132	16	6	None
<b>TOTAL</b>			<b>128</b>		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Transportation 2A	CBTM201	2BTM201	16	6	None

Transport Field Specialization	CBTM211	2BTM211	16	6	None
Logistics 2A	CBTL201	2BTL201	16	6	None
Research Methods	CBTL211	2BTL211	16	6	None
<b>SEMESTER 2</b>					
Transportation 2B	CBTM202	2BTM202	16	6	None
Logistics 2B	CBTL202	2BTL202	16	6	None
Managerial Problem Solving Techniques	CBTL212	2BTL212	16	6	None
Commercial Law	CBTL222	2BTL222	16	6	None
<b>TOTAL</b>			<b>128</b>		

### THIRD YEAR

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Logistics 3A	CBTL301	2BTL301	16	7	CBTL201/2BTL201; CBTL202/2BTL202
International Business	CBTL311	2BTL311	16	7	None
Risk Management	CBTL321	2BTL321	16	6	None
Transportation 3A	CBTM301	2BTM301	16	7	CBTM201/2BTM201; CBTM202/2BTM202
<b>SEMESTER 2</b>					
Logistics 3B	CBTL302	2BTL302	16	6	CBTL201/2BTL201; CBTL202/2BTL202
Transportation 3B	CBTM302	2BTM302	16	7	CBTM202/2BTM202; CBTM201/2BTM201;
Practical Transportation 3A	CBTM312	2BTM312	16	6	CBTL202/2BTL202; CBTL222/2BTL222; CBTL212/2BTL212; CBTM202/2BTM202
Practical Transportation 3B	CBTM322	2BTM322	16	7	CBTL202/2BTL202; CBTL212/2CBTL212; CBTL222/2BTL222; CBTM202/2BTM202
<b>TOTAL</b>			<b>128</b>		

**2BTM01/CBTM01**

**Diploma in Transport Management**

### MODULE DESCRIPTIONS

DIPLOMA IN TRANSPORT MANAGEMENT
<b>SEMESTER 1</b>

MODULE CODE	MODULE NAME	MODULE DESCRIPTION
2BTL101/ CBTL101	Mathematics for Transport and Logistics	The purpose of this module is to enable students to get foundation in numeracy and get prepared for the core modules in year two and three. Topics covered include: basic mathematics; percentages; ratios and proportions; algebra; simple interest; compound interest; algebra linear programming; introduction to statistics; elementary probability; probability events; Venn diagrams and probability tree diagrams.
2BTL111/ CBTL111	Economics for Transport and Logistics	Upon completing this module, students should be able to explain what economics is; distinguish between microeconomics and macroeconomics; understand the principles of economics; describe the three central economic questions and describe the major differences in various economic systems. Students should also be able to show how demand and supply can be expressed in words, numbers, graphs and equations; explain how the equilibrium price and quantity are determined; explain how government intervention affects markets; explain the determinants of various elasticity of both demand and supply; define the various revenue, cost and profit concepts; and the theoretical differences between the four market structures and the interpretation of graphs thereof.
2BTL121/ CBTL121	End User Computing	After completing this module student should be able to use Microsoft Word to complete assignments given in other modules; use Microsoft PowerPoint to make presentations in class and perform basic calculations (addition, subtractions, divisions) on a spreadsheet. They should also be able to use the formula functions in Microsoft Excel to insert different formulae; perform calculations involving absolute functions on Microsoft Spread Sheet; analyse data on a spread sheet as well as sort data and format a spread sheet.
2BTL131/ CBTL131	Business Language 1	After completing this module, students should be able to deliver a professional oral and written presentation report, memo and minutes; participate meaningfully in interactions with others in such a way that the sender of the message feels valued and supported; show through responses and use of written texts that understanding, interpretation and evaluation have taken place; write letters, e-mails, memorandums, faxes, notices, short advertisements and brochures that meet the needs of the intended audience and achieve the desired goals as well as prepare and deliver a speech on a given topical issue.
<b>SEMESTER 2</b>		



2ATL132/ CATL132	Business Language 2	After completing this module, students should be able to apply the concepts of persuasive communication within a number of different social contexts; develop business communication skills; avoid common mistakes made in a formal conversation and listen to his/her audience in order to provide a suitable response. Students should be able to understand audience in different contexts; carry out an audience analysis; develop the skill of delivering both good and bad news as well as carry out an effective presentation making use of both written and oral communication skills.
2BTL112/ CBTL112	Practical Accounting	After completing the module, students should be able to prepare books of prime entry; post journals; prepare and balance a general ledger; analysing effects of transactions on the accounting equation as well as prepare and adjust the trial balance. They should also be able to prepare the income statement with basic adjustments; prepare the balance sheet using the format of accounting equation; preparing statement of cash flows; calculation of input and output VAT as well as knowledge of principles of internal controls.
2BTL122/ CBTL122	Business Management	Upon completing this course, students should be able to apply sound management principles and theories in a real business situation; translate ideas into business opportunities; draw business plans and establish a business enterprise; analyse contemporary management issues which offer competitive advantage as well as analyse micro and macro business environment. They should also analyse the basic role of management in business organisations; analyse classical and contemporary approaches to business; gather and analyse financial information and take decisions on long term investment and capital budgeting as well as analyse case studies on financial decisions and select the optimal capital structure.
2BTL132/ CBTL132	Marketing	After completing the module, students should be able to analyse and apply the following to business situations: strategic marketing; market environmental factors; marketing research; marketing information systems; market segmentation; products; new product development and innovation; price and pricing strategy; product promotion; marketing distribution channels; competitors and competitive advantage; market targeting, positioning and brand strategy; management control; financial control as well as performance appraisal and benchmarking.

## SECOND YEAR

SEMESTER 1		
	Transportation 2A	After completing the module, the student should be able to analyse and apply transportation on the supply chain and

2BTM201/ CBTM201		economy; different modes of transport: road, rail, air, water carriers and pipelines to freight movement as well as analyse intermodal freight transport and give the outlines of the South African Transportation Regulation and Public Policy.
2BTM211/ CBTM201	Transport field Specialisation	The objective of this module is for students to learn about running an efficient and effective road freight transport network. Students will analyse and apply theories in road transport organisation; managing and organising the human resources; transport operational control; cost control and budgeting; vehicle selection as well as vehicle maintenance.
2BTL201/ CBTL201	Logistics 2A	After completing the module, the student should be able to analyse and apply business logistics management; competitive advantage created by logistics; logistics and supply chain strategy planning; tactical logistics management and supply chain management; financial aspects of logistics and supply chain management; forecasting and supply chain requirements; Supply Chain Network integration, production and operations management; procurement management and inventory management.
2BTL211/ CBTL211	Research Methods	After completing the module, the student should be able to analyse and apply factors which influence research; research topic/project topic and stating the research problem; conceptualisation in qualitative research; writing literature review; population sampling methods; qualitative and quantitative research designs; data collection and data analysis; data interpretation; report writing as well as ethics in research.
<b>SEMESTER 2</b>		
2BTL201/ CBTL211	Transportation 2B	This module seeks to introduce students to the concepts of global transportation within the global market and to manage a transportation business through the applied knowledge of costing and pricing principles. The module also provides fundamental concepts to the different carrier and shipper strategies that would improve the transport operation process. Students will also be exposed to information sources and technology needed to manage transportation as a whole.
2BTL202/ CBTL202	Logistics 2B	After completing the module, students should be able to design and establish storage and handling facilities; understand the principles of packaging and its role in the supply chain; select the appropriate handling equipment to be used in particular facilities; to give an outline of efficient operations in a warehouse; analyse the operational characteristics of the various modes of freight transport; analyse transport cost structures and apply transport pricing

		principles; outline the principles of transport management; understand how international supply chains are managed; understand and apply reverse logistics in supply chains as well as apply controls in logistics/supply chains.
2BTL212/ CBTL212	Managerial Problem Solving Techniques	After completing the module, students should be able to analyse business cases using modelling techniques with Microsoft Excel spreadsheet. Case problems will be solved with optimisation modelling; linear programming models; network models; simulation modelling; inventory models as well as queueing models.
2BTL222/ CBTL222	Commercial Law	The module will equip students with sound knowledge and understanding of the legal rules in commercial transactions as well as principles of commercial law and ethics relating to commercial law. The students should also be able to analyse cases in the law of contracts; define and analyse valid contracts; types of contracts; nature of contracts; writing of contracts, accepting an offer; consensus and defect in contracts; capacity to perform a juristic act as well as breach of contracts and remedies. The students should be able to distinguish between the types of contracts, that is sale, lease and service. The mechanism to impose fairness on employment relationships will also be outlined.

### THIRD YEAR

SEMESTER 1		
2BTL301/ CBTL301	Logistics 3A	Upon completing the module, students should be able to analyse and apply supply chain problems; formulate supply chain strategies as well as product and customer service strategies. Students will also evaluate order processing approaches and information systems in supply chains. Transport modes, multimodal transport and transport decisions will be analysed. Forecasting supply chain needs and inventory policy decisions will also be analysed and applied.
2BTL311/ CBTL311	International Business	After completing the module, students should be able to analyse and apply merits of trading overseas; characteristics of international transport; freight rates; export cargo packaging, stowage, marking and dangerous goods cargo shipments; export customs practice freight/cargo insurance; as well as credit insurance and transport distribution analysis. The learner should be able to assemble export documentation for a particular transaction.
2BTL321/ CBTL321	Risk Management	Upon completing this module, students should be able to identify and work with risk as well as analyse and apply trends affecting the supply chain; the supply chain management context; approaches to risk; responding to

		risks; a network view of risk; creating resilient supply chains and business continuity management.
2BLM301/ CBLM301	Project Management	Upon completion of this module, students should understand project selection through strategic alignment; project management processes; project initiation definition and planning; project execution; monitoring and control; stakeholder management as well as project communication and project closure. Students will assess project risks and design plans to mitigate project risks.
<b>SEMESTER 2</b>		
2BTL302/ CBTL302	Logistics 3B	After completing the module, students should be able to analyse and apply the following to logistics and supply chains: inventory policy decisions; purchasing and supply policies; storage and handling systems; facility location decisions and network planning. Students will also be able to apply logistics supply chain controls.
2BTM302/ CBTM302	Transportation 3B	This module is to provide students with clear parameters or goals for public transport, both informal and informal, and some of the challenges they face the in this industry. This is to also highlight some of the resistance to public transport usage. Finally, this will result in students knowing and understanding a number of steps, mainly of an organisational nature, which need to be taken in order to achieve the objectives of improved passenger transport in South Africa.
2BTM312/ CBTM312	Practical Transportation A	During this period, students will acquire practical training or work integrated learning in a transport company or in an organisation dealing in logistics supply chain activities.
2BTM322/ CBTM322	Practical Transportation B	During this period, students will acquire practical training or work integrated learning in a transport company or in an organisation dealing in logistics supply chain activities.

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**FACULTY OF SCIENCE & AGRICULTURE**

**BIOKINETICS & SPORT SCIENCE**

**ACADEMIC STAFF**

**Co-Ordinator**

**Dr C Gouws**

**Tel. no. (035) 9026968**

BA Human Movement Science (NWU), BA (Hons) Kinderkinetics (NWU), MSc. Kinderkinetics, PhD Sport Science, (UNIZULU)

**Lecturers**

Dr G Breukelman, BSc. (Hons) MSc, PhD Sport Science, (UNIZULU)  
Ms P B M Ndlovu, BSC (Hons) Sport Science and Coaching (NUST),  
MSc. Sports Science-Physiology (Stell.)  
Mr L Millard, B Hons (Sport Science) MA (Human Movement Science)(NMU)

**4NDP01/SNDP01 Diploma in Sport and Exercise Technology**

This qualification is aimed at producing graduates who intend pursuing a career in the field of sport and exercise technology. Graduates who have achieved this qualification will be able to design, implement and manage a physical activity programme for all groups including special populations. They will screen, assess, monitor and manage health-related fitness, lifestyle and wellness programmes. Graduates will be able to provide personal training or lead and instruct safe and effective physical activity participation to meet participants' fitness requirements as well as provide educated advice on lifestyle change for improved well-being. In addition, graduates will have the knowledge for the appropriate referral to other healthcare providers. Employment opportunities include sport coach; sport organiser; health and fitness instructor; fitness adviser for sport teams; sport and fitness/gym manager; lifestyle consultant; school physical education and sport instructor.

<b>FACULTY</b>	Science and Agriculture
<b>DEPARTMENT</b>	Biokinetics and Sport Science
<b>QUALIFIER</b>	Diploma in Sports and Exercise Technology
<b>MAJORS</b>	Sport and Exercise Technology 1,2,3; Sport and Physical Recreation Studies 1, Exercise Physiology 2 and 3
<b>UNIZULU Code</b>	4NDP01/SNDP01
<b>NQF EXIT Level</b>	6
<b>SAQA ID</b>	96958
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	376

**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Sport Didactics and Coaching 1	SHMD119	4HMD119	30	4	None
Sport Management 1	SHMD129	4HMD129	30	4	None
Sport & Exercise Technology 1	SHMD139	4HMD139	30	5	None
Sport & Physical Recreation Studies 1	SHMD149	4HMD149	30	5	None
UNIZULU 101	UZUL100	UZUL100	16	5	None
<b>TOTAL</b>			<b>136</b>		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Human Movement Studies	SHMD219	4HMD219	30	5	None
Exercise Physiology II	SHMD229	4HMD229	30	5	SHMD149/4HMD149
Kinesiology	SHMD239	4HMD239	30	5	None
Sport & Exercise Technology II	SHMD249	4HMD249	30	5	SHMD139/4HMD139
<b>TOTAL</b>			<b>120</b>		

**THIRD YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Sport Psychology	SHMD319	4HMD319	30	5	SHMD119/4HMD119 SHMD129/4HMD129 SHMD139/4HMD139 SHMD149/4HMD149
Health Sciences	SHMD329	4HMD329	30	5	SHMD119/4HMD119 SHMD129/4HMD129 SHMD139/4HMD139 SHMD149/4HMD149
Exercise Physiology III	SHMD339	4HMD339	30	5	SHMD229/4HMD229 SHMD119/4HMD119 SHMD129/4HMD129 SHMD139/4HMD139 SHMD149/4HMD149
Sport & Exercise Technology III	SHMD349	4HMD349	30	5	SHMD249/4HMD249

					SHMD119/4HMD119 SHMD129/4HMD129 SHMD139/4HMD139 SHMD149/4HMD149
<b>TOTAL</b>			<b>120</b>		

**4NDP01/SNDP01 National Diploma in Sport and Exercise Technology**

**MODULE DESCRIPTIONS**

<b>FIRST YEAR</b>		
<b>MODULE</b>	<b>MODULE NAME</b>	<b>MODULE DESCRIPTION</b>
4HMD119/ SHMD119	Sport Didactics and Coaching	This module seeks to develop students' abilities to practically apply didactics and coaching principles in the training of diverse population groups in various sports and fitness training programmes. Students will acquire didactic competencies which they will engage to enable their clients to learn skills and strategies in the context of game play.
4HMD129/ SHMD129	Sport Management	This module is an introduction to the principles, concepts and theories of management in sport and leisure discipline. This module will prepare students for entry-level positions in the business of sport such as sport club management, sport consultancy, sport marketing and governing body administrations.
4HMD139/ SHMD139	Sport & Exercise Technology	This module will give students an understanding of fitness, basic concepts behind fitness programmes and the practical application of the basic principles in constructing a basic training programme for diverse population groups.
4HMD149/ SHMD149	Sport & Physical Recreation Studies 1	This module will enable the students to gain knowledge of the human body as well as how the body works and interacts with different parts of the body. Included in this module is the study of bones, joints and related structures, movement capabilities, muscle tissue as well as muscular system. Students will also gain knowledge of concepts of leisure, recreation play and work. In addition, students will learn the guidelines to writing a sponsorship letter; risk assessment;

		emergency procedure; safety equipment and management of sport injuries as well as service learning.
UZUL100	UNIZULU 101	The purpose of the module is to unlock the potential of students to meaningfully access the university curriculum in a way that transcends the constraints of knowledge boundaries; generating new forms of thinking and acting. UNIZULU 101 is constructed in ways that build resonance between students' real-life experiences and histories. It is an investment to be returned by the collaborative and innovative growth of socially engaged students in a socially engaged and relevant university.
<b>SECOND YEAR</b>		
4HMD219/ SHMD219	Human Movement Science	This course will focus on the neural control of movements as well as an understanding of how movements are planned, coordinated and executed.
4HMD229/ SHMD229	Exercise Physiology II	This module is an extension of the anatomy module in the first year. In this module, students will study the functions of the body in detail with special reference to the interdependence of the different body systems.
4HMD239/ SHMD239	Kinesiology	This module is an introduction to the internal and external forces that affect human performance and the effect those forces have on performance through the branch of physics such as mechanics.
4HMD249/ SHMD249	Sport & Exercise Technology II	This module entails the study of the code of ethics, validity and reliability of sport. Components of fitness including body composition; agility; balance; co-ordination; power; reaction time; speed as well as flexibility are discussed. Also included are topics of injuries, gym training, and periodization and sport specific training programs.



THIRD YEAR		
SHMD319/ 4HMD319	Sport Psychology	This module provides an overview of the theoretical and applied aspects of the psychology of sport. It focusses specifically on topics related to psychological variables influencing participation in sport, competitive nature of sport environments as well as psychological strategies used to enhance sport performance.
SHMD329/ 4HMD329	Health Science	This module will focus on health as well as how to improve health by preventing and managing diseases.
SHMD339/ 4HMD339	Exercise Physiology III	This module builds on the knowledge that you have gained in Exercise Physiology II. This module will focus be on physiological adaptations and responses to exercise as it release to human performance, training and limitations.
SHMD349/ 4HMD39	Sport and Exercise Technology III	This module covers the study of medical history and patient details. Also included will be lung function, heart rate and blood pressure testing. Healthy life style choices regarding diet and physical activity as well as stress, sleep, alcohol and smoking. SISA protocols. Aerobic an Anaerobic testing. Components of fitness.

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**CONSUMER SCIENCES: HOSPITALITY MANAGEMENT****ACADEMIC STAFF**

**Co-Ordinator**                      **Mrs J Benade**                      **Tel. no. (035) 9026959**  
BSc (Home Econ) (UOFS), B Home Econ (Hons) (UNIZULU)

**Lecturers**                      Ms A Sibisi, ND (DUT), BT(DUT), MA (DUT);

**Lab Technician**                      Vacant

**4DIP02/SDIP02              Diploma in Hospitality Management**

This programme offers training to students who are keen to enter the hospitality industry and seek employment in a variety of lodging and guest service occupations as owners or managers. Graduates of the Diploma Hospitality Management will be equipped with supervisory and managerial skills in areas such as hotels and restaurants, accommodation management, food and beverage management, front office, banqueting or as entrepreneurs where they will be responsible for quality control, effective use of equipment, hygiene and safety, stock control, compilation and adhering to budget procedures, problem identification and resolution as well as liaising with different divisions of an organization and industry.

Teaching of a high standard is offered and students have the use of sophisticated and well-equipped kitchens and a dining area. Students will do six months Work Integrated Learning in their third year to prepare them for their career in the hospitality industry.

<b>FACULTY</b>	Science and Agriculture
<b>DEPARTMENT</b>	Consumer Sciences
<b>QUALIFIER</b>	Diploma in Hospitality Management
<b>MAJORS</b>	Food and Beverage Studies 1,2 Culinary Studies 1,2,3, 4 Hospitality Operations 1,2,3 Hospitality Management 2,3 Work Integrated Learning
<b>UNIZULU Code</b>	4DIP02/SDIP02
<b>SAQA ID</b>	84206
<b>NQF EXIT Level</b>	6
<b>Presentation mode of subjects:</b>	Day classes
<b>Intake for the qualification:</b>	January
<b>Registration cycle for the subjects:</b>	January
<b>Total credits to graduate:</b>	360

**FIRST YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Accounting for Hospitality	SHHA111	4HHA111	15	5	Phased out Equivalent to SHMC111/4HMC111
Hospitality Communications	SHHC111	4HHC111	8	5	None
Hotel Health And Safety	SHMG111	4HMG111	15	5	None
Hospitality Information Systems 1	SHMI111	4HMI111	8	5	None
Hospitality Operations 1 – Accommodation	SHMP111	4HMP111	8	6	None
Food And Beverage Studies 1	SHMB111	4HMB111	15	6	Equivalent to SHMB112/4HMB112
Culinary Studies 1	SHMC111	4HMC111	15	5	Equivalent to SHHA111/4HHA111
<b>SEMESTER 2</b>					
Culinary Studies 2	SHMC112	4HMC112	15	5	None
Hospitality Information Systems 2	SHMI112	4HMI112	8	6	None
Hospitality Management 1 - Applied Principles	SHMM112	4HMM112	8	5	None
Hospitality Financial Management 1	SHMF112	4HMF112	8	6	Equivalent to CCHM112/2CHM112
Nutrition	SHMG112	4HMG112	8	5	None
Service Excellence	SHMG122	4HMG122	8	5	Equivalent to SHMG121/4HMG121
<b>TOTAL</b>			<b>124</b>		

**SECOND YEAR**

SUBJECT NAME	OLD SUBJECT CODE	NEW SUBJECT CODE	SUBJECT CREDITS	NQF LEVEL	PRE-REQUISITE SUBJECT(S)
<b>SEMESTER 1</b>					
Culinary Studies 2 (R)	SHMC211	4HMC211	15	5	SHMC112/4HMC112 Phased out SHMC111/4HMC111
Culinary Studies 3	SHMC221	4HMC221	15	6	SHMC111/4HMC111 SHMC112/4HMC112

University of Zululand  
Richards Bay Campus

German For Hospitality 1	SHGH111	4HGH111	8	6	Equivalent to AGHM111/1GHM111
Hospitality Management 2 – Human Resources	SHMM211	4HMM211	15	6	None
Hospitality Industry Law 1	SHML211	4HML211	8	6	Equivalent to SHML212/4HML212
Hospitality Behavioural Studies	SHMG211	4HMG211	8	5	Equivalent to SHMG212/4HMG212
<b>SEMESTER 2</b>					
Culinary Studies 3 (R)	SHMC212	4HMC212	15	5	SHMC112/4HMC112 Phased out SHMC111/4HMC111
Culinary Studies 4	SHMC222	4HMC222	15	6	SHMC111/4HMC111, SHMC112/4HMC112
Food And Beverage Studies 2	SHMB212	4HMB212	15	6	SHMB111/4HMB111 Equivalent to SHMB211
Events Management	SHHM212	4HHM212	8	6	SHMB111/4HMB111 SHMC111/4HMC111 SHMC112/4SHMC112 Equivalent to SHHM211
German For Hospitality 2	SHGH112	4HGH112	8	6	Equivalent to AGHM112/1GHM112
Hospitality Operations 2 – Front Office	SHMP212	4HMP212	15	6	None
<b>TOTAL</b>			<b>115</b>		

**THIRD YEAR**

<b>SUBJECT NAME</b>	<b>OLD SUBJECT CODE</b>	<b>NEW SUBJECT CODE</b>	<b>SUBJECT CREDITS</b>	<b>NQF LEVEL</b>	<b>PRE-REQUISITE SUBJECT(S)</b>
<b>SEMESTER 1</b>					
Hospitality Financial Management 2	SHMF311	4HMF311	15	6	SHMF112/4HMF112
Hospitality Information Systems 3	SHMI311	4HMI311	15	6	SHMI111/4HMI111 SHMI112/4HMI112
Hospitality Industry Law 2	SHML311	4HML311	8	6	None
Hospitality Management 3 – Entrepreneurship	SHMM311	4HMM311	8	6	None
Hospitality Operations 3- Facility Planning	SHMP311	4HMP311	15	6	None

<b>SEMESTER 2</b>					
WORK INTEGRATED LEARNING	SHMG312	4HMG312	60	6	SHGH112/4HGH112 SHHM212 SHMB212 SHMP212/4HMP212
<b>TOTAL</b>			<b>121</b>		
<b>TOTAL FOR DIPLOMA</b>				360	

## Diploma in Hospitality Management

### MODULE DESCRIPTIONS

CODE	MODULE NAME	MODULE DESCRIPTION
4HHC111/ SHHC111	Hospitality Communication	Hospitality Communication is an interactive course designed to help students learn the fundamentals of working in the hospitality industry by improving their communication, self-esteem and presentation skills. The module focuses on intercultural communication, applicable to South Africa, conflict management strategies and forms of business correspondence. Application of workplace scenarios are dealt with throughout the module.
4HMI111/ SHMI111	Hospitality Information Systems 1	The aim of this module is to skill students in computer literacy within Windows operating system, browser and word processor applications.
4HMP111/ SHMP111	Hospitality Operations I	The aim of this module is to introduce students to the scope of the hospitality industry as well as the organisation and structures of hospitality establishments. The module will also provide an overview of aspects of rooms division management, food service, lodging and hospitality careers.
4HMG111/ SHMG111	Hotel Health and Safety	Hotel Health and Safety gives students a broad look at the different aspects of health and hygiene in the hospitality industry. The module aims to equip students with theoretical and practical knowledge of hazards, micro-organisms, fire safety and basic first aid as required in the hospitality industry.
4HMB111/ SHMB111	Food and Beverage Studies 1	The important link between food and beverage service in the hospitality industry cannot be denied. This module provides students with technical skills of set-up and serving as well as

		theoretical knowledge of the necessary attributes of staff, tea and coffee service and sectors of the hospitality industry.
4HMC111/ SHMC111	Culinary Studies 1	This course covers culinary theory, practices and principles. Learners are introduced to tools and equipment and mise-en-place in the kitchen. It focusses on theory, practices and principles of knife skills, dry heat cooking methods, microwave cooking and the use of flavours and flavourings in food fabrication. Hands-on kitchen laboratory experiences introduce the students to basic baking, stocks & soups, eggs, dairy and poultry preparation. Introduction to breakfast cookery is also included.
4HMI112/ SHMI112	Hospitality Information Systems 2	The aim of the module is to equip students with basic computer literacy skills in presentation and spreadsheet applications.
4HMG112/ SHMG112	Nutrition	The module provides the students with a foundation of nutritional principles applied in the food and beverage service operations. The content of the module focuses on the menu choices for various ethnic groups and religions. It also places an emphasis on diet and diseases as well as implementation of good nutritional principles during food preparation.
4HMM112/ SHMM112	Hospitality Management 1	This module introduces the student to the core concepts, principles, theories and practices of effective management essential to the successful operation of an enterprise in the hospitality industry.
4HMC112/ SHMC112	Culinary Studies 2	This course builds on the theory and practices learned in Culinary Studies 1. Hands-on kitchen laboratory experiences introduce the student to moist heat cooking methods, knife skills, classical cookery methods in sauces, salads, sandwiches, quick breads, vegetables and starch preparation. Emphasis is placed on plate presentation.
4HMG122/ SHMG122	Service Excellence	The aim of this module is to enlighten students on the importance of service excellence as well as a practical application of how to provide excellent service in all hospitality related environments as service excellence leads to customer satisfaction

		and loyalty, ultimately promoting the success of the business.
4HMF112/ SHMF112	Hospitality Financial Management 1	After completing this module, students should be able to articulate the nature of financial management and its importance in the hospitality industry context. They will use the trial balance and prepare a basic income statement and balance sheet in the prescribed format evidencing correct classification of transactions and balances and incorporating accurate calculations. Basic vertical, horizontal and ratio financial analysis of the income statement and balance sheet and the interpretation of the outcome of each analysis will also be performed. A three-month cash budget and the articulation of the importance of working capital management in the hospitality industry will be performed and emphasised.
4HMP212/ SHMP212	Hospitality Operations II: Front Office	Front office is often the initial point of physical contact between the customer and the hospitality unit. As a Hospitality professional, students will be required to display knowledge and skills essential to the efficient functioning of this department.
4HMG211/ SHMG211	Hospitality Behavioural Studies	This module will introduce students to the field of consumer behaviour with specific reference to the hospitality industry. This module aims to enlighten students on decision-making processes of consumers and factors that may influence these decisions.
4HMM211/ SHMM211	Hospitality Management II	This module presents a systematic approach to human resource management in the hospitality industry, focusing on the staffing and function of management. This module is designed to provide students with an understanding of the importance of human resource management in the hospitality industry.
4HML211/ SHML211	Hospitality Law 1	The purpose of the module is to present the history of South African Law and laws which are commonly used in hotel, restaurant, transport and travel services as well as the regulatory instruments that support effective management of the hospitality industry. The module focusses mainly on the law of contract, law of delict and commercial contract. It also develops the students' understanding of key aspects of these

		laws including how sales contracts are formulated, rights of the parties and liabilities.
4HMC211/ SHMC221	Culinary Studies 3	The module builds on the theoretical and practical knowledge gained in the first year. Plate presentation, service styles, menu planning and evaluation is emphasised. Additional culinary skills and techniques such as yeast and gelatine work, meat, poultry, fish and shellfish are incorporated whilst building on the importance of team work, organisation and time management. The module aims to expose students to new cooking methods and ingredients to broaden their culinary horizons.
4HGH111/ SHGH111	German for Hospitality 1	The aim of this module is to learn basic communicational skills (listening, speaking, reading and writing) in everyday German. On completion of this module learners should be able to use everyday conversational and communicative phrases, such as: general conversations about learners themselves and other people (e.g. greeting people, introducing yourself, saying where you come from and where you live), conversations in a restaurant/café/hotel, booking a room, using numbers etc.
4HMC222/ SHMC222	Culinary Studies 4	This Culinary Studies module focus on kitchen management and utilises the knowledge and practical experience gained in the previous culinary studies modules to challenge students to make use of what they have learned to put together their own balanced and theme-oriented menus for events. The students are then required to manage every aspect of the kitchen for an event including; ordering, preparation and service.
4HMB212/ SHMB212	Food and Beverage Studies 2	The module is delivered in both theory and practical whereby students interact with the customers on a regular basis. Students are equipped with skills on serving meals and beverages (alcoholic and non-alcoholic). Learners will learn to apply different serving and clearing techniques. It also gives student a basic knowledge of international wines, law and wine tasting.
4HGH112/ SHGH112	German for Hospitality 2	The aim of this module is for learners to build on the knowledge and language skills that they have acquired during the first semester. This will include conversations in a restaurant/ café/ hotel, asking



		for and giving directions, buying things in shops, etc. Learners will need to know simple grammatical structures and vocabulary that will enable them to construct their own dialogues and interact in a simple way provided the person talks slowly and clearly.
4HHM212/ SHHM212	Events Management	This module is designed to introduce students to the planning and management of special events. This highly interdisciplinary course addresses the systems, tools and checklists necessary for successful event planning. Students learn the principles of marketing as applied in the events management industry.
SHML311	Hospitality Law 2	The module introduces the basic framework of consumer, liquor, food as well as labour legislations and how such laws are enforced. Laws which are applied when opening a hospitality business is emphasised. The module also provides focus on how the law protects the consumer/employee in everyday transactions.
SHMF311	Hospitality Financial Management 2	Hospitality Financial Management 2 revises the performance of basic financial statement analysis with a view to understanding business performance and position. Strategies for business growth and the associated costs thereof, as well as working capital management techniques are covered. Net Present Value and payback period investment analysis methods are used to evaluate investment opportunities and students are taught to compile a business plan which includes a financial budget.
SHMM311	Hospitality Management 3	The module entrepreneurship focuses on the practical and personal development aspects of starting a new venture. The module presents the concept of entrepreneurship opportunities; discoveries; value creation; customer and market orientation and development; basic feasibility analysis; preparing the marketing and sales; business modeling as well as business planning and analysis. As part of this module, students are expected to organise a seminar on entrepreneurship with the aim of attracting local

		entrepreneurs and business owners who assist in assessing the quality of the business idea and plan.
SHMP311	Hospitality Operations 3	This module studies the impact of facility design on facility management. Facility systems include safety & security systems; water and wastewater systems; HVAC systems; lighting systems; laundry system as well as food service equipment.
SHMI311	Hospitality Information Systems 3	This module introduces the computer systems in the hospitality industry and the practical application of these systems.
SHMG312	Work Integrated Learning	This module builds on the knowledge and skills gained during the programme. It integrates theory and practice in learning. Students work in a fully operational hospitality organisation for a period of six (6) months.