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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

Executive Director : (035) 9026920
Secretary/PA : (035) 9026921
Reception : (035) 9026950
Administration : (035) 9026958/6960
Admissions : (035) 9026923
Student Admin : (035) 9026924/6977
Examinations : (035) 9026922
Library : (035) 9026918
Protective Services : (035) 9026940/6955
Safety Office : (035) 9026948
Clinic : (035) 9026956
ICT : (035) 9026912
Finance : (035) 9026954

Fax : (035) 9039026/7

Web Address : 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 Road, 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

Executive Director	:	Prof O M Ndwandwe, BSc Hons (UNIZULU), MSc (UNISA), PhD (UNIZULU), PGDip (Business Management)(Natal), MSAIP
Secretary/PA	:	Mrs X P Khumalo, NDip Management Assistant (Umfoloji College) Cert. Office Management (UNISA)
Manager: Student Admin	:	Mrs K Adlam, Sec. Cert (TechNatal), Dip Com Prac (TSA), Dip Human Res. Mngmt, BA (Hons) Indus Psych (UNIZULU)
Administration Officer	:	Mrs N P Cele, BA(Hons)(UNIZULU) HRM Cert (UNISA)
Administrative Officer	:	Mr E S Radebe, BCom Economics (UNIZULU)
Senior Administrative Officer:		Miss D N Ngcemu, BCom Economics (UNIZULU)
Office Administrator (Student Admin.)	:	Mrs V Munian, Programme in Reception Year Teaching (UNISA), Cert. Quality Customer Service & Meeting and Minutes Management
Office Administrator (Acad):		Miss K S S Gumede, Cert. in Financial Management (Umfoloji College)
Receptionist	:	Miss T A Ntuli, Dip. in Public Relations Management (UNIZULU)
Protective Services Manager:		Mr R M Lukhele, Dip (Risk Management), Dip (Safety Management) (Oxbridge) Dip (Security Management) (Damelin) NCert. (Crime Investigation)(UNISA)
Protective Services Officer	:	Miss S N Mkhwanazi
Safety Officer	:	Mr C T Maphosa: BCom (UNIZULU) SAMTRAC (NOSA)
Finance Officer	:	Mrs P W Mafundityala, NDip Credit Mngmt (TUT)
Library Assistant	:	Mr P I Biyela, NDip Library and Information (DUT) Miss S P Ndlela, B.Tech: Library and Information Science (DUT)
ICT Technician	:	Miss N N Ngcobo, BCom (MIS) (UNIZULU)
Physical Facilities Officer	:	Mr R S Malaolwa

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

Programme Code	NSC Points (excl. LO)	Programme	Duration	Minimum entry requirements (NSC = National Senior Certificate FAL = First Additional Language)
ZU-R-AC2	22	Higher Certificate in Accountancy CAHCR1	1 year	NSC with English 3; Maths Lit. 4 OR Maths 3
ZU-R-MK2	22	Higher Certificate in Marketing CBCTM1	2 years	NSC with Maths Lit. 4 OR Maths 3 and English 3
ZU-R-CO3	24	Diploma in Management of Co-Operatives CCODP1	3 years	NSC with Diploma endorsement Maths Lit. 4 OR Math 3 and English 3
ZU-R-LM3	24	Diploma in Logistics Management CBLM01	3 years	NSC with Diploma endorsement; Maths 3 OR Maths Lit 4; English 3/FAL 3; Physical Science or Accounting 3
ZU-R-TP3	24	Diploma in Transport Management CBTM01	3 years	NSC with Diploma endorsement; Maths 3 OR Maths Lit 4; English 3/FAL 3; Physical Science or Accounting 3
ZU-R-PR3	24	Diploma in Public Relations Management ACPDP1	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 ACMDP1	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-DFI	26	Diploma in Sport & Exercise Technology SNDP01	3 years	NSC with Diploma endorsement, Level 3 in four recognised NSC 24-credit subjects and Level 4 for English as a FAL or Home language
ZU-R-DHM	26	Diploma in Hospitality Management SDIP02	3 years	NSC with Diploma endorsement and Level 5 for English as a FAL or level 4 for English as a Home Language

PROGRAMMES OFFERED PER FACULTY
FACULTY OF ARTS

DEPARTMENT OF COMMUNICATION SCIENCE

ACADEMIC STAFF

Co-ordinator Dr A Moonasamy **Tel. no. (035) 9026947**
D.Phil (UNIZULU), MA (UNIZULU), BA (Hons) (UNIZULU), BA (UNIZULU)

Lecturers Mr JM Magagula, MA (UNIZULU), BA (UNIZULU)
Mr TG Mokgosi, MA (NWU), BA (Hons) (NWU), BA (NWU)
Mr MW Molefe, MTech (CUT), BA (Hons) (UNISA), Dip. STD (BOCHUM)
Ms JB Ngubane, MA, BA (Hons) [UNIZULU], Dip Info. Sys. & Tech

ACDPDP1 Diploma in Public Relations Management

The purpose of this qualification is to provide competent and responsible Public Relations Practitioners with market-related skills which are relevant to the private and public sectors of the economy. This course is suitable for students seeking employment in the following areas: public relations; business management; advertising; communications officers; public speaker/spokesperson and journalism.

FACULTY	ARTS	
DEPARTMENT:	Communication Science (05)	
Diploma (Designator)	Diploma in Public Relations Management	
CESM Category	05	Communication, Journalism and Related Studies
CESM 1ST Qualifier	0504	Public Relations, Advertising and applied Communication
CESM 2ND Qualifier	050499	Communication, Journalism and Related Studies, Other
MAJORS	Communication Studies 1,2,3	Public Relations 1B, 2B, 3A
Qualification Code (SAQF)	101140	
UNIZULU Code	ACDPDP1	
NQF EXIT Level	06	
Presentation mode of subjects:	Full-time	
Intake for the qualification:	January	
Registration cycle for the subjects:	January	
Total credits to graduate:	360	

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Communication Studies 1	ACCS111	15	7	Equivalent to ACOM111
Corporate Communication	ACCC111	15	6	Equivalent to ACOM122
Digital Communication 1	ACOM151	15	5	None
Communication Skills 1	ACOM141	15	5	None
SEMESTER 2				
Communication Skills 2	ACOM182	15	5	None

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Public Relations 1B	ACOM132	15	7	None
Journalism Skills 1	ACJS112	15	6	None
Marketing & Advertising 1C	ACOM172	15	5	None
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Journalism Skills 2	ACJS211	15	6	ACJS112
Communication Research	ACOM291	15	6	None
Marketing & Advertising 2A	ACOM241	15	6	ACOM172
Communication Studies 2	ACCS211	15	7	ACCS111, Equivalent to ACOM211
SEMESTER 2				
Communication Research Methods A	ACOM262	15	6	None
Public Relations Ethics	APHS112	15	6	Equivalent to APHI132
Public Relations 2B	ACOM222	15	7	ACOM132
Law For Public Relations	ACOM142	15	6	None
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Media Studies 1B	ACOM221	15	6	None
Communication Studies 3	ACCS311	15	7	ACCS211, Equivalent to ACOM311
HIV & Aids Literacy	AHIV111	15	5	None
Public Relations 3A	ACOM331	15	7	ACOM222
Semester 2				
Experiential Learning 1A	ACOM332	60	6	None
TOTAL	120			

Diploma in Public Relations Management

MODULE DESCRIPTIONS

YEAR 1		
SEMESTER 1		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
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.

ACOM151	Digital Communications 1	The purpose of this module is to provide students with an understanding of basic electronic communication methods.
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.
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.
SEMESTER 2		
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.
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.

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.
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.
YEAR 2		
SEMESTER 1		
ACCS211	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	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	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	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>
SEMESTER 2		
ACOM222	Public Relations 2B	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.
ACOM262	Communication Research Methods A	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. 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	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	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.
YEAR 3		
SEMESTER 1		
ACOM331	Public Relations 3A	This module provides students with the skills to understand and analyse management techniques in public relations.
ACCS311	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	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	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.

SEMESTER 2		
ACOM332	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

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.

FACULTY	ARTS	
DEPARTMENT:	Communication Science (05)	
Diploma (Designator)	Diploma in Media Studies	
CESM Category	05	Communication, Journalism and Related Studies
CESM 1ST Qualifier	0501	Communication and Media Studies
CESM 2ND Qualifier	050102	Media Studies
MAJORS	Journalism Skills 1,2,3	Media Skills 1,2,3
Qualification Code (SAQF)	94552	
UNIZULU Code	ACMDP1	
NQF EXIT Level	06	
Presentation mode of subjects:	Full-time	
Intake for the qualification:	January	
Registration cycle for the subjects:	January	
Total credits to graduate:	360	

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Communication Skills 1	ACOM141	15	5	None
Digital Communication 1	ACOM151	15	5	None
HIV & AIDS Literacy	AHIV111	15	5	None
Communication Studies 1	ACCS111	15	7	None
SEMESTER 2				
Media Skills 1	ACMS112	15	7	None
Public Relations Skills 1	ACPR112	15	6	None
Advertising Skills 1	ACAS112	15	5	None
Journalism Skills 1	ACJS112	15	6	None
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Journalism Skills 2	ACJS211	15	6	ACJS112
Communication Studies 2	ACCS211	15	7	ACCS111
Media-Skills 2	ACMS211	15	7	ACMS112
Philosophy of Communication	APHS211	15	6	Equivalent to APhi221
SEMESTER 2				
Public Relations Skills 2	ACPR212	15	6	ACPR112
Digital Communication 2	ACOM252	15	6	ACOM151
Advertising Skills 2	ACAS212	15	6	ACAS112
Media Ethics	APHS212	15	6	None
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Business Studies 1B	ACOM341	15	6	None
Media Skills 3	ACMS311	15	7	ACMS211
Communication Research Methods	ACOM351	15	6	None
Journalism Skills 3	ACJS311	15	6	ACJS211
SEMESTER 2				
Experiential Learning for Media Studies	ACEL312	60	6	None
TOTAL		120		

Diploma in Media Studies

MODULE DESCRIPTIONS

FIRST YEAR		
SEMESTER 1		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
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.
ACOM151	Digital Communication 1	The purpose of this module provides students with an understanding of basic electronic communication methods.
AHIV111	HIV & AIDS Literacy	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

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.
SEMESTER 2		
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 democratisation as well as the power and functions of the media.
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.
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.
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.
SECOND YEAR		
SEMESTER 1		
ACJS211	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 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	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	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	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.
SEMESTER 2		
ACPR212	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	Digital Communication 2	The purpose of this module provides students with an understanding of basic electronic communication methods.
ACAS212	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 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	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.

THIRD YEAR		
SEMESTER 1		
ACOM341	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	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	Communication Research Methods C	<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 synthesising 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). 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 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.</p>
ACJS311	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.

SEMESTER 2		
ACEL312	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.

FACULTY OF COMMERCE, ADMINISTRATION & LAW

ACCOUNTING

ACADEMIC STAFF

Co-ordinator **Dr A C Weyers** **Tel. no. (035) 9026935**
MTech (Cost & Mngmt Acc) (CUT), PhD (Mngmt Acc) (NWU)

Lecturers Mrs A Soldat, B Acc (Pmb), PG Dip Acc (Pmb), CA (SA)
Dr I Kaseeram, BSocSc (UKZN), MSocSc (UKZN), DCom
(Economics)(UNIZULU)
Mr F Nel, BSc (UOFS), Dip Patanatix (UNISA)

CAHCR1 Higher Certificate in Accountancy

This qualification is aimed at producing people capable of performing activities in the following areas: accounting assistants and junior bookkeepers and accounting technicians.

FACULTY	Commerce, Administration and Law	
DEPARTMENT:	Accounting and Auditing	
Qualifier	Higher Certificate in Accountancy	
MAJORS	Financial Accounting 1A	Financial Accounting 1B
	Business Literacy	
UNIZULU Code	CAHCR1	
NQF EXIT Level	5	
Presentation mode of subjects:	Day classes	
Intake for the qualification:	January	
Registration cycle for the subjects:	January	
Total credits to graduate:	120	

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Financial Accounting 1A	CCAC101	15	5	None
Business Calculations 1A	CABU101	15	5	None
Management Accounting 1A	CAMA101	15	5	None
Management Information Systems 1A	CAMS101	15	5	None
SEMESTER 2				
Financial Accounting 1B	CCAC102	15	5	None
Business Literacy	CABL102	15	5	None
Legal Principles and Practices for Accountants	CALP102	15	5	None
Management Information Systems 1B	CAMS102	15	5	None
TOTAL		120		

Higher Certificate in Accountancy

MODULE DESCRIPTIONS

CODE	MODULE NAME	MODULE DESCRIPTION
CCAC101	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.
CCAC102	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.
CAMA101	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.
CAMS101	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
CAMS102	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.
CABU101	Business Calculations	This module deals with arithmetic; decimals; percentages; ratios; algebra; indices; algebraic expressions; factorisation; transposing formula; solving equations; straight line and exponential graphs.

CALP102	Legal Principles and Practices for Accounts 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.
CABL102	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.

BUSINESS MANAGEMENT

ACADEMIC STAFF

Co-ordinator **Mr J F Cloete** **Tel. no. (035) 9026943**
BCom (Hons) (Pret), Bus Admin (Hons), BA (Stell)

Lecturers Dr I Kaseeram, BSocSc (UKZN), MSocSc (UKZN), DCom (Economics)(UNIZULU)
Mr M Dengetsha, Diploma in Law (Asmara Univ) BA (Addis Ababa University), Postgraduate Diploma in Bus Mngmt, MBA (Natal)
Mrs MF Magigaba, BA (Hons), MBA (JSU, USA)
Mr B Mntambo, CIS (Inst of Chartered Sec & Admin of Southern Africa), Postgraduate Diploma in Bus Mngmt (Natal), LLB (UNIZULU)

CBCTM1 National Higher Certificate in Marketing

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.

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

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Marketing Management 1.1	CCMM101	15	5	None
Accounting for Marketers 1A	CCAM101	15	5	None
Economics and Management	CEEM101	15	5	None
Communication	CCCN101	15	5	None
SEMESTER 2				
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
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
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
SEMESTER 2				
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
TOTAL		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

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		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 1b	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	Marketing Management 2.2 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	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.
CCCN101	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.

SEMESTER 2				
Management of Savings and Credit Co-Operatives	CCDM112	15	5	None
Accounting 1A for Co-Operatives	CCDA112	15	5	None
Business Management 1 for Co-Operatives	CCDB112	15	5	None
Co-Op Organization and Management Practice	CCDO112	15	5	None
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Co-Operatives Policy, Law & Regulations	CCDP211	15	5	None
Research Methods for Co-Operatives	CCDR211	15	5	None
Mathematics & Statistics for Co-Operatives	CCDS211	15	5	None
Accounting 1B for Co-Operatives	CCDA211	15	5	CCDA112
SEMESTER 2				
Work Integrated Learning Internship	CCDW212	60	6	CCDO112
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Financial Accounting for Co-Operatives	CCDF311	15	7	None
Co-operative Banking	CCDN311	15	7	CCDM112
Business Management 2 for Co-Operatives	CCDB311	15	6	CCDB112
Commercial Law for Co-Operatives	CCDL311	15	7	None
SEMESTER 2				
Co-Operatives Organisation & Management Practice 2	CCDO312	15	6	CCDO112
Introduction to Auditing & Professional Ethics	CCDP312	15	7	None
Co-operative Marketing	CCDR312	15	6	None
Co-operative Education & Training	CCDE312	15	7	None
TOTAL		120		

CCODP1 Diploma in Management of Co-Operatives

MODULE DESCRIPTIONS

CODE	MODULE NAME	MODULE DESCRIPTION
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.
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.
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 visio and project management
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.
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 Cooperatives (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.
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.
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.
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	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	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 requirements; introduction to employees tax and the computation of salaries and wages amounts as well as post-closing journal entries and the AFS.
CCDW212	Work Integrated Learning	During this period, students have to visit and interact / work with co-operatives for three months

CCDF311	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	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	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	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	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	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.
CCDR312	Co-Operative Marketing	In this module, students will learn about defining marketing and the marketing process; understanding the marketplace and consumers; the 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	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.

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Purchasing Management	CBLM201	15	6	None
Financial Management	CBLM211	15	6	None
Logistics 2A	CBTL201	15	6	None
Research Methods	CBTL211	15	6	None
SEMESTER 2				
Costing for Transportation	CBLM202	15	6	None
Logistics 2B	CBTL202	15	6	None
Managerial Problem Solving Techniques	CBTL212	15	6	None
Commercial Law	CBTL222	15	6	None
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Logistics 3A	CBTL301	15	7	CBTL201; CBTL202
International Business	CBTL311	15	7	None
Risk Management	CBTL321	15	6	None
Project Management	CBLM301	15	7	None
SEMESTER 2				
Logistics 3B	CBTL302	15	6	CBTL202
Production Planning and Control	CBLM302	15	7	None
Practical Logistics 3A	CBLM312	15	6	None
Practical Logistics 3B	CBLM322	15	7	None
TOTAL		120		

CBLM01 Diploma in Logistics Management

MODULE DESCRIPTIONS

FIRST YEAR		
SEMESTER 1		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
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.
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.
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.
CATL131	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.
SEMESTER 2		
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.
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.
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.
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	Purchasing Management	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 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	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	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	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.
SEMESTER 2		
CBLM202	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	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.
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.
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		
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.
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.
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.
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.
SEMESTER 2		
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.
CBLM302	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	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	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.

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.

FACULTY	Commerce, Administration and Law
DEPARTMENT:	Business Management
Qualifier	Diploma in Transport Management
MAJORS	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
UNIZULU Code	CBTM01
NQF EXIT Level	6
Presentation mode of subjects:	Day classes
Intake for the qualification:	January
Registration cycle for the subjects:	January
Total credits to graduate:	360

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Mathematics for Transport and Logistics	CBTL101	15	5	None
Economics for Transport and Logistics	CBTL111	15	5	None
Business Language 1A	CATL131	15	5	Equivalent to CBTL131
End User Computing	CBTL121	15	5	None
SEMESTER 2				
Business Language 1B	CATL132	15	5	Equivalent to CBTL102
Practical Accounting	CBTL112	15	5	None
Business Management	CBTL122	15	6	None
Marketing	CBTL132	15	6	None
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Transportation 2A	CBTM201	15	6	None
Transport Field Specialization	CBTM211	15	6	None

Logistics 2A	CBTL201	15	6	None
Research Methods	CBTL211	15	6	None
SEMESTER 2				
Transportation 2B	CBTM202	15	6	None
Logistics 2B	CBTL202	15	6	None
Managerial Problem Solving Techniques	CBTL212	15	6	None
Commercial Law	CBTL222	15	6	None
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Logistics 3A	CBTL301	15	7	CBTL201; CBTL202
International Business	CBTL311	15	7	None
Risk Management	CBTL321	15	6	None
Transportation 3A	CBTM301	15	7	CBTM201; CBTM202
SEMESTER 2				
Logistics 3B	CBTL302	15	6	CBTL202
Transportation 3B	CBTM302	15	7	CBTM202
Practical Transportation 3A	CBTM312	15	6	None
Practical Transportation 3B	CBTM322	15	7	None
TOTAL		120		

CBTM01 Diploma in Transport Management

MODULE DESCRIPTIONS

FIRST YEAR		
SEMESTER 1		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
CBTL101	Mathematics for Transport and Logistics	The purpose of this module is to enable students 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.
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.
CBTL121	End User Computing	After completing this module, students should be able to use Microsoft Word to complete assignments given in other modules; use Microsoft PowerPoint to make presentations in class; perform basic calculations (addition, subtractions, divisions) on a spreadsheet; 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.
CATL131	Business Language 1	After completing this module, student 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.
SEMESTER 2		
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; listen to their audience in order to provide a suitable response; understand an 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.
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.
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.
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		
CBTM201	Transportation 2A	After completing the module, the student should be able to analyse and apply transportation on the supply chain and 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.
CBTM211	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.
CBTL201	Logistics 2A	After completing this module, students 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 as well as procurement management and inventory management.
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.

SEMESTER 2		
CBTM202	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.
CBTL202	Logistics 2B	After completing the module, students should be able to design and establish storage and handle facilities; understand the principles of packaging and its role in the supply chain; select the appropriate handling equipment to be used in a 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	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	Commercial Law	This module will equip students with sound knowledge and understanding of the legal rules in commercial transactions, principles of commercial law and ethics relating to commercial law. After completing the module, students should be able to analyse cases in the law of contracts, define and analyse valid contract; 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 contract and remedies. Students will also be able to distinguish between the types of contracts: sale, lease and service. The mechanism to impose fairness on the employment relationship will be outlined.

THIRD YEAR

SEMESTER 1		
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.
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.
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.
CBTM301	Transportation 3A	This module is for students to attain competency of the South African Road Legislation and also provide students with an overview of typical transport planning issues, including the various intermodal relationships with respect to relevant historical, economic, regulatory, environmental, political and socio-economic and demographic matters that influences the choice of mode
SEMESTER 2		
CBTL301	Logistics 3B	After completing the module, students should be able to analyse and apply inventory policy decisions; purchasing and supply policies; storage and handling systems; facility location decisions and network planning. Students will also apply logistics supply chain controls.
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.

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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.
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.

FACULTY OF SCIENCE & AGRICULTURE

BIOKINETICS & SPORT SCIENCE

ACADEMIC STAFF

Co-ordinator	Mrs C Gouws BA Human Movement Science (NWU), BA (Hons) Kinderkinetics (NWU), MSc. Kinderkinetics (UNIZULU)	Tel. no. (035) 9026968
Lecturers	Mr G Breukelman, BSc. (Hons) MSc (UNIZULU) Ms A van Biljon, BA Human Movement Science (UP) BSc Kinderkinetics (UNIZULU) MSc Kinderkinetics (UNIZULU) Dr K Bahdur, BSc Sport Science (UJ), BSc Sport Science (Hons)(UJ) M Phil Sport Science (UJ) D Phil Sport Science (UJ) Ms P.B.M. Ndlovu, BSC (Hons) Sport Science and Coaching (NUST), MSc. Sports Science-Physiology (Stell.)	

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.

FACULTY	Science and Agriculture
DEPARTMENT:	Biokinetics and Sport Science
Qualifier	Diploma in Sports and Exercise Technology
MAJORS	Sport and Exercise Technology 1,2,3; Sport and Physical Recreation Studies 1, Exercise Physiology 2 and 3
UNIZULU Code	SNDP01
NQF EXIT Level	6
Presentation mode of subjects:	Day classes
Intake for the qualification:	January
Registration cycle for the subjects:	January
Total credits to graduate:	360

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Sport Didactics and Coaching 1	SHMD119	30	5	None
Sport Management 1	SHMD129	30	5	None
Sport & Exercise Technology 1	SHMD139	30	5	None
Sport & Physical Recreation Studies 1	SHMD149	30	5	None
TOTAL		120		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Human Movement Studies	SHMD219	30	5	None
Kinesiology	SHMD239	30	5	None
Exercise Physiology II	SHMD229	30	5	SHMD149
Sport & Exercise Technology II	SHMD249	30	5	SHMD139
TOTAL		120		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Health Sciences	SHMD329	30	5	SHMD119, SHMD129, SHMD139, SHMD149
Sport & Exercise Technology III	SHMD349	30	5	SHMD249, SHMD119, SHMD129, SHMD139, SHMD149
Sport Psychology	SHMD319	30	5	SHMD119, SHMD129, SHMD139, SHMD149
Exercise Physiology III	SHMD339	30	5	SHMD229, SHMD119, SHMD129, SHMD139, SHMD149
TOTAL		120		

SNDP01 National Diploma in Sport and Exercise Technology

MODULE DESCRIPTIONS

FIRST YEAR		
MODULE CODE	MODULE NAME	MODULE DESCRIPTION
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.

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.
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.
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.
SECOND YEAR		
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.
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
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
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	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	Health Science	This module will focus on health as well as how to improve health by preventing and managing diseases.
SHMD339	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	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.

CONSUMER SCIENCES: HOSPITALITY MANAGEMENT

ACADEMIC STAFF

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

Lecturers Ms M E Chibe, N.Dip Food and Beverage Management (VUT),
BTech Food and Beverage Management (VUT);
MTech Food Service Management (VUT);
Ms K Govender BTech (DUT), MS Consumer Sciences: Food and
Nutrition (DUT)

Lab Technician Mrs Z Stipp, B Consumer Science, General (UP)

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.

FACULTY	Science and Agriculture
DEPARTMENT:	Consumer Sciences
Qualifier	Diploma in Hospitality Management
Majors	Food and Beverage Studies 1,2 ; Culinary Studies 1,2,3, 4 Hospitality Operations 1,2,3; Hospitality Management 2,3 Work Integrated Learning
UNIZULU Code	SDIP02
NQF EXIT Level	6
Presentation mode of subjects:	Day classes
Intake for the qualification:	January
Registration cycle for the subjects:	January
Total credits to graduate:	360

FIRST YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Accounting for Hospitality	SHHA111	15	5	Phased out Equivalent to SHMC111
Hospitality Communications	SHHC111	8	5	None
Hotel Health And Safety	SHMG111	15	5	None
Hospitality Information Systems 1	SHMI111	8	5	None
Hospitality Operations 1 - Accommodation	SHMP111	8	6	None
Food And Beverage Studies 1	SHMB111	15	6	Equivalent to SHMB112
Culinary Studies 1	SHMC111	15	5	Equivalent to SHHAIII
SEMESTER 2				
Culinary Studies 2	SHMC112	15	5	None
Hospitality Information Systems 2	SHMI112	8	6	None
Hospitality Management 1 - Applied Principles	SHMM112	8	5	None
Hospitality Financial Management 1	SHMF112	8	6	Equivalent to CCHM112
Nutrition	SHMG112	8	5	None
Service Excellence	SHMG122	8	5	Equivalent to SHMG121
TOTAL		124		

SECOND YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Culinary Studies 2 (R)	SHMC211	15	5	Phased out SHMC111
Culinary Studies 3	SHMC221	15	6	SHMC111 SHMC112
German For Hospitality 1	SHGH111	8	6	Equivalent to AGHM111
Hospitality Management 2 – Human Resources	SHMM211	15	6	None
Hospitality Industry Law 1	SHML211	8	6	None
Hospitality Behavioural Studies	SHMG211	8	5	Equivalent to SHMG212
SEMESTER 2				
Culinary Studies 3 (R)	SHMC212	15	5	Phased out SHMC111
Culinary Studies 4	SHMC222	15	6	SHMC111, SHMC112
Food And Beverage Studies 2	SHMB212	15	6	SHMB111, Equivalent to SHMB211
Events Management	SHHM212	8	6	SHMB111, SHMC111, SHMC112 Equivalent to SHHM211
German For Hospitality 2	SHGH112	8	6	Equivalent to AGHM112
Hospitality Operations 2 – Front Office	SHMP212	15	6	None
TOTAL		115		

THIRD YEAR

SUBJECT NAME	SUBJECT CODE	SUBJECT CREDITS	SUBJECT LEVEL (NQF)	PREREQUISITE SUBJECT(S)
SEMESTER 1				
Hospitality Financial Management 2	SHMF311	15	6	SHMF112
Hospitality Information Systems 3	SHMI311	15	6	SHMI111, SHMI112
Hospitality Industry Law 2	SHML311	8	6	None
Hospitality Management 3 – Entrepreneurship	SHMM311	8	6	None
Hospitality Operations 3- Facility Planning	SHMP311	15	6	None
SEMESTER 2				
WORK INTEGRATED LEARNING	SHMG312	60	6	SHGH112, SHHM212 SHMB212, SHMC212 SHMP212, SHMC222
TOTAL		121		
TOTAL FOR DIPLOMA		360		

Diploma in Hospitality Management

MODULE DESCRIPTIONS

CODE	MODULE NAME	MODULE DESCRIPTION
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.
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.
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.
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.
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.
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.
SHMI112	Hospitality Information Systems 2	The aim of the module is to equip students with basic computer literacy skills in presentation and spreadsheet applications.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.
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.

Degree-specific Rules – According to rules as specified by Faculty of Science & Agriculture