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**APPLICATION FORM AND PROCEEDURE:**

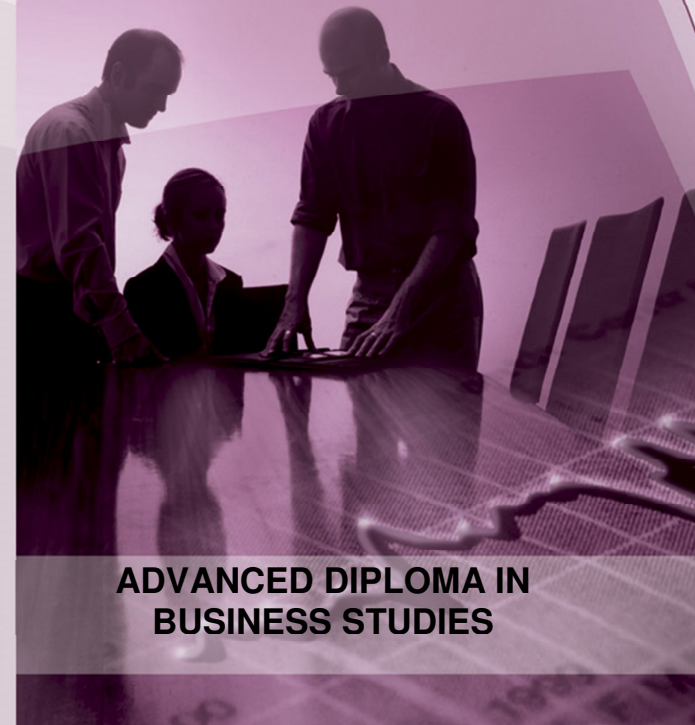
<http://www.mandela.ac.za/Apply/Admission/How-do-I-apply>

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**NELSON MANDELA**  
UNIVERSITY

**Faculty of Business  
and Economic Sciences**

*Managing tomorrow*



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**ADVANCED DIPLOMA IN  
BUSINESS STUDIES**

## INTRODUCTION

The new Advanced Diploma in Business Studies builds on a number of individual and extended NQF Level 6 diplomas offered by the Faculty. It is designed with a generic core of business studies-related modules, together with specialisation streams in Management Practice, Marketing Management, Logistics Management, Tourism Management, Human Resource Management and Monitoring & Evaluation. It aims to prepare students both academically and professionally in the selected fields to manage business establishments successfully through appropriate planning, organising, directing and controlling the functions and processes of such establishments taking full cognisance of corporate social responsibility including ethical considerations. Candidates will be able to collect, analyse, and critically review data for effective business and financial decision-making. They will be able to communicate such decisions and relevant information coherently and reliably and integrate the general theories, principles, key concepts, practices and techniques of Business Management and Administration by applying them to any one of the chosen specialised fields.

### IS THIS QUALIFICATION AIMED AT YOU?

The Advanced Diploma in Business Studies is an NQF Exit Level 7 qualification with specialisation streams in Management Practice, Marketing Management, Logistics Management, Tourism Management, Human Resources Management and Monitoring & Evaluation. Candidates will also develop the ability to do basic research in these fields and present findings and recommendations in coherent presentations and research reports. These competences will open up a variety of career opportunities as business managers. In addition, the Advanced Diploma also provides candidates with an articulation route to postgraduate study. Students who have obtained the Advanced Diploma qualification can enter into an appropriate Postgraduate Diploma and in exceptional cases a

B Hons degree, and upon completion, into a Master's and eventually a Doctoral programme. Graduates meeting certain conditions may be able to articulate horizontally to one of the specialisation fields offered by the Advanced Diploma in Business Studies and then articulate vertically to further cognate postgraduate programmes

### ADMISSION REQUIREMENTS FOR THE ADVANCED DIPLOMA IN BUSINESS STUDIES

A relevant 360-credit Diploma in the chosen field of specialisation listed above, or an equivalent qualification, with an average of at least 60% obtained in the relevant majors of the previous qualification. Only those applicants who meet the direct entry criteria will be considered for this programme.

### DURATION OF THE PROGRAMME:

The programme will extend over one year of full time study, or two years of part time study (for selected specialisations only). The maximum period of study is three years.

### ADVANCED DIPLOMA IN BUSINESS STUDIES CURRICULUM:

COMPULSORY MODULES:	SEMESTER	CREDIT VALUE(60)
Financial Management	1	15
Strategic Management	2	15
Business Research Principles	1	15
Principles of Corporate Citizenship	2	15

**ELECTIVES** (Select **ONE** of the following six specialisation streams)

#### 1. MANAGEMENT PRACTICE (60 credits)

- Quantitative Management Practice
- Quantitative Merchandising Practice

- Employment Relations
  - Management Project
- OR

#### 2. MARKETING MANAGEMENT (60 credits)

- Strategic Marketing
  - Employment Relations
  - Services Marketing
  - Marketing Management Project
- OR

#### 3. LOGISTICS MANAGEMENT (60 credits)

- Maritime Logistics
  - Project Management for Logisticians
  - Logistics Management Project
  - Logistics Management
- OR

#### 4. TOURISM MANAGEMENT (60 credits)

- Sustainable Tourism
  - Business Tourism
  - Rural Tourism
  - Tourism Management Project
- OR

#### 5. HUMAN RESOURCE MANAGEMENT (60 credits)

- Employment Relations
  - Human Resource Management
  - Organisational Change and Renewal
  - HR Management Project
- OR

#### 6. Monitoring & Evaluation (60 credits)

- Project and Programme Management
- Monitoring Tools and Techniques
- Evaluation Tools and Techniques
- Monitoring and Evaluation Research Project