

Business Management



Gordon Institute
of Business Science
University of Pretoria



8 Weeks Online



4 – 6 Hours a Week



6 Live collaborative learning sessions – 90 min (excl Orientation)

Module Outline

- Orientation
- Introduction to Business Management
- People Management
- Operations Management
- Financial Management
- Marketing
- Final Assignment

Assessment Task

Learners are required to formulate an action plan to build strategic leadership competencies, planning for themselves and their teams.

Scarce Skill Alignment

- Leadership and Social Influence
- Complex Problem Solving
- Negotiation and Conflict Management
- Resilience, Stress Tolerance and Flexibility
- Reasoning, Problem Solving and Ideation

Outcomes

- Understand the role of Business Management in a changing business environment
- Recognise areas of development in internal team structure, skill and culture
- Apply operations best practices and apply to a unique operations environment
- Use the key tools of basic financial management.
- Design an analytics-based marketing plan