



Bachelor of Commerce
(Business Management)



Our Legacy

The Da Vinci Institute for Technology Management (Da Vinci), is a school of managerial leadership, and is focused on enabling it's students to acquire their qualification through the core principle of action learning.

With our legacy stemming from our Masters and Professional Doctorate programmes, the BCom (Business Management) is the latest addition to our increasingly sought after qualifications. Being a Mode 2 university is focused on the identification of knowledge and the solution of practical problems in day to day life, rather than exclusively focusing on the academic interest of a discipline or community.

It is in this context that South Africa needs to provide a learning journey for future business leaders and tomorrow's innovative entrepreneurs.

Da Vinci derives it's passion from developing both entrepreneurs and future business leaders for our country. Together with it's South African and international partners, our "university of work" offers a spectrum of modules, which ranges from entrepreneurship through to leadership.

Through the international immersion component, our students obtain a truly global perspective on business methodologies.

Students will participate in small classes, affording them the opportunity of experiencing their continued learning journey within a private and quality orientated educational institution.

Background and Context

Business Management can be defined as **a process** which enables managers to make **a value judgment** on how **to improve the performance of their operations** through the selection and application of **a blend of technologies** relevant to their market. In addition, this is an **innovative process** which continually tests existing commercial and technology boundaries to build market driven excellence - the **human interface** is an integral part of this paradigm.

As a result of the business management practices developed during the late 1970s and 80s, South Africa focused on the development of business administration skills and knowledge for junior managers. Since the 1990s, coinciding with the **democratisation of South African** society and the resulting globalisation of the South African economy, a more systemic approach towards management development has been required to ensure the sustainable development of businesses. The key objective of the Bachelor of Commerce (Business Management) is the development of **managers** who will understand the importance of socio-economic transformation for South Africa. The qualification will achieve this through broad based vocational education, providing a thorough understanding of:

- Business Management
- Organisational Behaviour
- Systems Thinking
- Technology Management
- Innovation Management
- Focusing on sustainability to increase competitiveness.

Positioning

The purpose of this qualification is to recognise those who have a desire to work in a management development position in future (public, private and self owned businesses) and society, by enabling them to obtain a nationally registered and recognised qualification.

A further purpose of this qualification is to produce life-long learners who are equipped to contribute towards the debate on socio-economic transformation and management development in South Africa.

As the purpose seeks to transform individuals and the community at large, dealing with management development challenges, the content has been designed accordingly. Content amongst others, includes: business management, human resource management, financial accounting, statistical analysis, the management of technology, entrepreneurship, project management, the management of innovation, the management of people and the management of systems.

On completion of the programme, students should be able to:

- Define and apply a variety of management development theories within a systems thinking framework
- Describe the knowledge and skills required which informs sustainable management and organisational development practices
- Communicate ideas, concepts and practical application of theories related to management development
- Apply technology, innovation, people and systems thinking concepts to transform individuals, organisations and/or communities.

Why enrol for this programme at The Da Vinci Institute?

As a Mode 2 university, prospective candidates will enjoy the following benefits:

- The programme is designed to facilitate an awareness of the benefits of becoming an entrepreneur
- Modules are designed around a deep understanding of the role of business management
- Workshops are aligned to emerging market strategies
- Workshops are facilitated by industry experts
- Assignments include simulated applications of theoretical concepts
- Flexibility in programme scheduling.

Demand

The Degree is specifically designed to provide prospective candidates with the opportunity of realising their true potential by:

- Preparing them to perform a job effectively within a modern organisational environment
- Providing personal development opportunities for them while they meet prospective job requirements within the business management domain
- Emphasising the integration of systems, technology, innovation and people development concepts into individual performance within an organisation.

Type of programme

- Open Learning - Open learning is a form of distance education, and combines face-to-face and other support services such as print materials and telematics
- An accredited qualification with the South African Council on Higher Education.

Admission requirements

The minimum entry requirement is a Matriculation Certificate or a National Senior Certificate with appropriate subject combinations and levels of achievement.

Duration

The minimum duration is 3 years.

Cost

- The programme consists of 360 credits
- The cost per credit is R260.42, amounting to R25 000.32 (excl VAT) for the first year (96 credits)
- An application fee of R300.00 applicable
- Banking details for the application fee is:

Account Name: The Da Vinci Institute
for Technology Management

Bank: Standard Bank

Branch: Sandton

Branch Code: 019205

Account Number: 022717277

Cost includes

- All learning material
- Light lunch and refreshments during contact sessions.

Cost excludes:

- Travel and accomodation costs for International Immersions.

Payment options are available.

Closing date for applications

Closing date for applications for admissions in 2012 is 30 November 2011.

Contact details for information on Admission Requirements:

The Registrar: Mr Piet Swanepoel

Tel No: 011 579 4409

E-mail Address: piet@davinci.ac.za

For information on the Degree:

Key Account Manager: Mr Thrishan Naicker

Tel No: 011 579 4440

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**Programme Outline
Year 1 - NQF Level 5**

Core Modules	60 Credits
BMG 100 - *Business Management	(16)
HRM 100 - *Human Resource Management	(16)
STM 100 - Statistical Methods	(8)
FNA 100 - Financial Accounting	(8)
ENM 100 - Economics	(8)
WBC 100 - Work based challenge	(4)
International Immersion (two weeks)	
Fundamentals	36 Credits
PCD 100 - Problem solving, creative thinking and decision making	(8)
PSW 100 - Professional writing	(2)
NMS 100 - Numeracy skills	(3)
MLC 100 - Management and Leadership Competence	(1)
BSA 101 - Business Analysis	(6)
RMT 101 - Retail Management	(8)
PMT 101 - Project Management	(8)
Total credits at NQF Level 5	96

**Programme Outline
Year 2 - NQF Level 6**

Core Modules	68 Credits
HRM 200 - **Human Resource Management	(24)
ENT 200 - **Entrepreneurship	(24)
BMG 200 - **Business Management	(24)
MNG 200 - **Marketing Management	(24)
MOT 200 - Management of Technology	(12)
MOI 200 - Management of Innovation	(12)
MOS 200 - Managing Systems	(12)
WBC 200 - Work based challenge	(8)
International Immersion (three weeks)	
Fundamentals	52 Credits
MOM 201 - Manufacturing and Operations Management	(2)
PMT 201 - Project Management	(8)
PMT 202 - Project Management	(8)
RMT 201 - Retail Management	(8)
CRM 200 - Customer Relationship Management including Key Account Management	(10)
RMT 202 - Retail Management	(8)
ORG 200 - Organisational behaviour	(8)
Total credits at NQF Level 6	120

Programme Outline Year 3 - NQF Level 7

Core Modules	102 Credits
HRM 300 - */***Human Resource Management	(30)
ENT 300 - ***Entrepreneurship	(30)
BMG 300 - */***Business Management	(30)
MNG 300 - ***Marketing Management	(30)
BSE 300 - Business Ethics	(6)
MOT 300 - Management of Technology	(12)
MOI 300 - Management of Innovation	(12)
MOS 300 - Managing Systems	(12)
WBC 300 - Work based challenge	(30)
International Immersion (three weeks)	
Fundamentals	42 Credits
CAR 300 - Revisiting my career (Project Based and Coaching Engagement)	(8)
RMT 301 - Retail Management	(8)
RMT 302 - Retail Management	(8)
PMT 301 - Project Management	(8)
PMT 302 - Project Management	(8)
ICT 301 - Information, Communication and Telecommunication Management	(2)
ENT 300 - ****Entrepreneurship (Project)	(42)
Total credits at NQF Level 7	144

Total Credits: 360

- * Students who intend to continue their studies by doing an Honours Degree in either Human Resource Management or Business Management have the option to register either Human Resource Management or Business Management as a major
- ** Students who select any of these modules will be able to do so with the assumption that a minimum of seven students per module is required
- *** Students may register with the understanding that they have completed the pre-requisite modules
- **** Students who wish to focus on Entrepreneurship could select this option as part of their final year study with the assumption that they have registered for ENT 300 as a major.

International Immersion

International Immersions will be conducted on the following Continents:

- Europe
- Asia
- North America



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