



**REGENT**  
**BUSINESS SCHOOL**

HONORIS UNITED UNIVERSITIES

DISRUPT. RETHINK. INNOVATE.

**SURROUND  
YOURSELF WITH  
SUCCESS**

**MASTER OF BUSINESS  
ADMINISTRATION  
& POSTGRADUATE BROCHURE**

MBA

# MBA

& POSTGRADUATE  
BROCHURE





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# MESSAGE FROM THE DEAN



*Dear Prospective Postgraduate Candidates,*

It is my privilege to welcome you to Regent Business School (RBS), where academic excellence meets visionary leadership to shape the next generation of global business leaders. As you embark on this transformative postgraduate journey, I invite you to step beyond conventional boundaries and embrace the opportunities that await.

At RBS, our postgraduate programmes are designed to inspire innovation, cultivate critical thinking, and develop the leadership capabilities needed to navigate the complexities of today's dynamic world. These programmes reflect our commitment to pushing the boundaries of knowledge and fostering a culture of intellectual exploration and disruption.

In a rapidly evolving global landscape, success is driven by the ability to adapt, innovate, and lead with purpose. Our programmes go beyond imparting advanced knowledge—they are designed to equip you with the strategic acumen and digital skills essential for thriving in an era defined by the Fourth Industrial Revolution



(4IR). From artificial intelligence to extended reality, we integrate cutting-edge technologies into our teaching to ensure you are not just prepared for the future but capable of shaping it.

The convergence of theory and practice is a hallmark of our postgraduate programmes. Whether you aim to advance in your current field or pivot to a new industry, RBS offers the tools, mentorship, and experiential learning opportunities to support your aspirations. Our REDhub (Regent Enterprise Development Hub) and other industry-facing initiatives provide a platform for entrepreneurial thinking, collaboration, and innovation, empowering you to be a thought leader in your domain.

Leadership at RBS is not merely about authority—it is about responsibility. We emphasize the importance of ethical decision-making, sustainable practices, and a commitment to social impact. As a postgraduate candidate, you will explore how to lead with integrity and drive positive change in your community and beyond. Your postgraduate studies will be a journey of both professional and personal transformation. You will be challenged to question assumptions,

“

**At Regent Business School, we integrate cutting-edge technologies into our teaching to ensure you are not just prepared for the future but capable of shaping it.”**

embrace complexity, and emerge as a leader ready to make a meaningful impact on the global stage.

At Regent Business School, we are not just offering an education—we are inviting you to join a community dedicated to fostering innovation, leadership, and lifelong learning. Your success is our mission, and we are excited to support you every step of the way.

Welcome to Regent Business School, where your transformative journey begins.

Best wishes,

**- Dr. Shahiem Patel**

(Dean)

REGENT BUSINESS SCHOOL

# INTRODUCING REGENT BUSINESS SCHOOL

At the core of its institutional philosophy, REGENT BUSINESS SCHOOL (RBS) is about innovation and entrepreneurship. It is about nurturing and shaping leaders and entrepreneurs to have an impact in their context. At RBS understanding today's important challenges that confront business and society, and discovering tomorrow's interesting opportunities, are at the heart of our teaching and learning strategy, research and community engagement. RBS is a niche Business School with a community of passionate and dedicated

individuals who understand and appreciate that higher education is now the centre of gravity of the development debate, and rightly so. More than 50 percent of the population of sub-Saharan Africa is younger than 25 years of age, and every year for the next decade, 11 million youth are expected to enter the job market. This so-called demographic dividend offers tremendous opportunities for Africa to build a formidable base of human capital that will serve as the key driver for the economic transformation of this continent.



It is in this context that RBS has grounded its mission and purpose to:

- Widen access to higher education for young minds, leaders and entrepreneurs
- Expand the knowledge base and skills sets of its students in order for Africa to be more competitive
- Enable the expansion of trade and the removal of barriers of entry into new markets for African businesses. Student surveys indicate that RBS alumni hold executive and leading positions across Africa, the Middle East, Western Europe and Asia. Further, the current student population of RBS is very representative of the demographic make-up of communities in South Africa and countries in the SADC region.

The supported distance learning mode of delivery, carefully designed curricula as well as affordable

fee structures make RBS programmes a preferred choice for persons in full-time employment in particular. RBS has established academic and research linkages with partner universities and research institutions in Africa, the United Kingdom, Russia, China and India.

This ensures that RBS staff, students and alumni are continually exposed to international best practices and expertise from academic, professional, private, public and civil society sectors from a range of countries across the globe. This active research focus linked with the wealth of intellectual capital, a pool of qualified and experienced faculty and specialised experience in delivering distance-learning programmes over the past two decades, has allowed RBS to design and deliver effective higher education programmes for students both in the public and private sectors.



Member Institution of  
HONORIS United Universities



Almaty Academy of Economics  
and Statistics (Kazakhstan)



HONORIS Educational Network  
(Mauritius)



Namibia Chamber of Commerce



Gitam University (India)



Shanghai University of International  
Business and Economics (SUIBE)  
(China)

## INTERNATIONAL RECOGNITION

RBS has held the prestigious ‘Two Palme’ award by the Eduniversal International Scientific committee since 2008. This award acknowledges the quality of RBS programmes as well as the international influence in their delivery. As part of it’s ongoing efforts to strengthen its African roots, RBS participates in the Association of African Business Schools (AABS) and is an active member of the South African Business Schools Association (SABSA).



## Quality confirmed by Accreditation

REGENT BUSINESS SCHOOL is registered as a private higher education institution with the South African Department of Higher Education and Training (DHET) (Registration certificate number: 2000/HE07/012).

## REGENT BUSINESS SCHOOL Programmes are:

1. Accredited by the Council on Higher Education (CHE).
2. Registered on the National Qualifications Framework (NQF) by the South African Qualifications Authority (SAQA).
3. Registered with the Department of Higher Education and Training (DHET).
4. Recognised by the Nambian Qualifications Authority (NQA).
5. Recognised by the Mauritian Tertiary Education Commission (MTEC).

RBS is also a pipeline member of the Association of African Business Schools (AABS).

# THE RBS PHILOSOPHY

## VISION

To provide accessible, affordable, and quality entrepreneurial, business and management education, responsive to the critical needs of South Africa and the African continent within the context of a dynamic global environment.

## MISSION

To be a leading provider of entrepreneurial, business and management education and to develop business leaders through research and innovation.



## OUR VALUES

The core values that underpin the vision and mission of REGENT BUSINESS SCHOOL are:

- **Knowledge:** The creation and dissemination of knowledge through teaching and learning, research and innovation, and critical engagement with all stakeholders.
- **Social Responsibility:** Serving and engaging for the overall betterment of society.
- **Sustainability:** Integrating social, environmental, economic and technological considerations into teaching, learning and research strategies.
- **Ethical Behaviour:** Practising ethical leadership based on the principles of governance efficacy and efficiency.
- **Diversity:** Applying the principles of social justice in dealing with the critical issues of diversity, race, access to education, gender, equity and disability. African continent within the context of a dynamic global environment.



## EMPLOYABILITY UNIT

REGENT BUSINESS SCHOOL's iLeadLAB, the Innovation and Employability unit of the institution, aimed at empowering its students with core skills and competencies to creatively bridge the gap between education and the demands of the 21st century workplace, is a direct response to the accelerated pace of global technological transformation. Digital advancements, breakthroughs and pioneering developments are occurring at warp speed, plunging the global workplace into a space where it's no longer enough to effectively play by the rules. Instead, graduates must boldly innovate and step-change to remain relevant in dynamic, digitally-driven environments. REGENT's new iLeadLAB is a direct response to these changing employment requirements of the 21st Century.

Today, employers are looking for Leaders, Managers, Entrepreneurs and high-performance individuals - youth and mid-career employees - who are in sync with the demands of a rapidly-changing digital workforce. The iLeadLAB has a range of programmes that offer hands-on development in Critical Thinking and Problem Solving, Digital Literacy, and Creativity and Imagination. Students are taught effective communication, information literacy, civic responsibility, job search skills, time and conflict management, exposure to 2D and 3D printing and a range of technologies relevant to industry 4.0. It is revolutionary support for career-minded individuals who recognise that multi-skilling and relevant-skilling will give them the edge in a world where the only constant is digital change.



# GLOBAL NETWORK OF STUDENTS

When you enrol for the MBA programme, you join a network of like-minded students and graduates spanning the world. RBS is a place where students find friendship, build their social and resource networks, learn and develop to be world-class leaders. The Alumni Association of RBS exists to promote and facilitate links between REGENT BUSINESS SCHOOL and its alumni community and to foster a life-long commitment. RBS delivers its MBA programme in various international locations through experienced faculty members. This offers opportunities for rich academic and cultural exchange, enabling a better understanding of international practice and ways of conducting business.



Our graduates are competent and comfortable in national and international business environments. Evidence of this comes through the annual RBS survey of alumni, tracking the progress and achievements of RBS graduates. RBS alumni population has shaped the community with their distinct characteristics; highly professional and talented, energetic, supportive, empathetic and innovative. Our graduates continue to hold executive positions in countries as widely dispersed as Hong Kong, Pakistan, UK, Saudi Arabia, Oman, Australia, Kenya, Namibia, Botswana and many other African countries.



“

*It's quite intimidating when you haven't studied for a long time, but I must say that at REGENT BUSINESS SCHOOL they made me feel at home, they made me feel comfortable with everything, they were on-hand to be able to help me, I enjoyed the lessons that were on weekends because I did this while I was working. ”*

**- Margaret Hirsch**  
COO - Hirsch's



# **HIGHLY QUALIFIED AND COMMITTED FACULTY**

It has to be fully appreciated that the faculty at REGENT BUSINESS SCHOOL are individuals that hold the highest academic qualifications ranging from Masters Degrees in Business Studies and the Social Sciences, including Doctoral Degrees in Public Management, Philosophy and other fields of engagement within academia. These faculty members derive from diverse academic backgrounds and, have served at other universities both locally and internationally and, some of them have been tried and tested technocrats and policy makers within the public service of the Republic of South Africa. This diverse academic and public sector experiences hold them in good stead, in respect of the aim and philosophy of the REGENT BUSINESS SCHOOL's flagship programme, the Master's Degree in Business Administration (MBA).

The wide experience of these academics is in congruence with the institutional vision, mission and core values, which very seriously addresses the transformation agenda of South Africa and Africa as a whole.

**REGENT BUSINESS SCHOOL together with its highly qualified and committed faculty adds further importance to the transformative business and management educational needs of higher education, within the context of global emerging markets.**

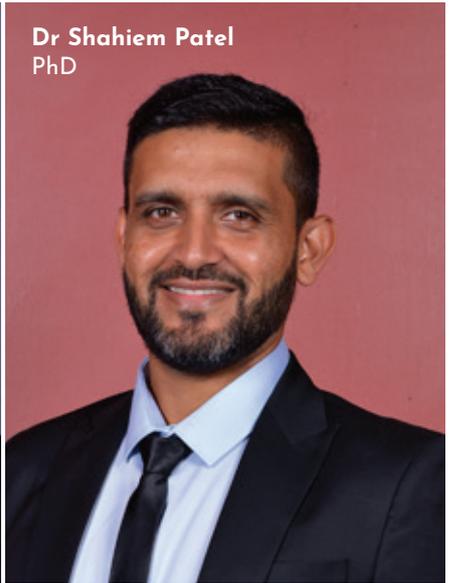
In addressing these fundamental and core issues the School is able to provide a global view of the imperatives of the intricate nuances that permeate political economy debates, the importance of entrepreneurship in the contest of Africa as a whole, and sees to it that, management and leadership perspectives are enhanced within its teaching and learning programmes. The faculty with its diverse and wide experiences are more than actively involved in research and play a pivotal role in all aspects of curriculum development and, in so doing understand the facets of globalisation which bears direct relevance to the teaching programme.



**Dr Ronel Blom**  
PhD



**Prof Osman Seedat**  
MBA



**Dr Shahiem Patel**  
PhD



**Nadeem Cassim**  
PhD



**Dr Rowen Govender**  
PhD



**Dr Kriyanka Moodley**  
PhD



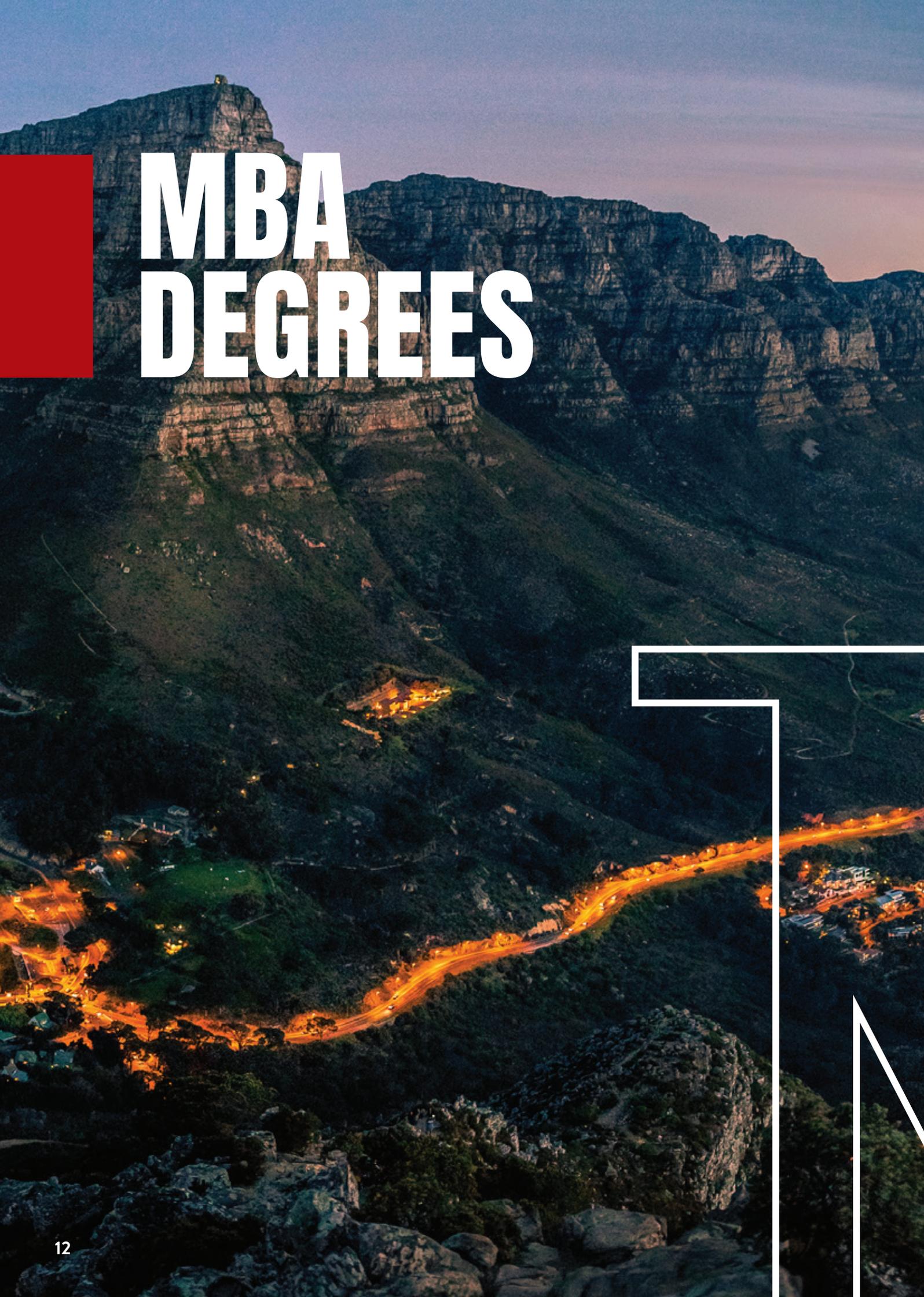
**Suveera Singh**  
Reading for PhD



**Dr Abner Mthembu**  
PhD



**Dr Daniel Govender**  
MPA

An aerial photograph of a mountain range at dusk. The sky is a mix of blue and purple. The mountains are dark, with some rocky peaks. In the valley below, city lights are visible, including a winding road and some buildings. A large white graphic element, resembling a stylized 'L' or a bracket, is overlaid on the right side of the image. A solid red square is positioned on the left side, partially overlapping the text.

# MBA DEGREES



# CHOOSING THE RBS MBA DEGREE

The philosophy of the MBA programme at REGENT BUSINESS SCHOOL is in congruence with the institutional vision, mission and core values, adding further significance to the transformative business and management educational needs of global emerging economies. Furthermore, it provides a global view of entrepreneurship, management and leadership perspectives, while embracing the relevance of regional and local context. In essence, while RBS continues with its quest to make business and management education affordable and accessible, the primary aim of the MBA programme is to shape and nurture socially responsible entrepreneurs, public and private sector managers and leaders for the renaissance of emerging economies. It is quite obvious that many of the emerging economies of the world are experiencing a renaissance. However, entrepreneurship, management and leadership skills development have been seriously lagging. Equally, issues of corruption, ethics, social responsibility and environmental sustainability have left an indelible mark on the fabric of these economies.

## An MBA for Unconventional Thinking

### A Challenging Curriculum That Leads



*Impactful  
Leadership*



*Effective  
Communication*



*Enhanced  
Emotional  
Intelligence*



*Innovative  
Transformation*



*Critical Decision  
Making  
Competencies*



*Influential  
Change  
Initiation*

### Culminating In



*Enhanced  
Professional  
Behaviour*



*Business  
Excellence*



# REGENT BUSINESS SCHOOL'S MBA

## Develops and Prepares an Entrepreneurial Spirit

The word entrepreneur originates from the French word, *entreprendre*, which means 'to undertake'. In a business context, an entrepreneur is one who organises, manages and assumes the risks of a business enterprise. The MBA at REGENT BUSINESS SCHOOL encapsulates the following salient aspects of preparing and developing an entrepreneurial spirit:



**Pioneering  
change**



**Contributing to  
value creation**



**Innovative approaches  
to business**



**Mitigating  
risk**

More importantly, the MBA will allow you to find your niche within the private or public sector. This will enable:

- The creation of opportunities to be involved in the development of policy imperatives
- The analysis of economic variables
- An understanding of the nuances of culture that influence economic and political issues
- Insights into the global political economy.

Peter Drucker said: "The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."

The REGENT BUSINESS SCHOOL MBA will prepare you to put Drucker's views into practice. In other words it will prepare you to understand that an entrepreneur who can take an idea and transform the concept into reality can bring to market a viable product or service that people want or need.

## ADMISSION REQUIREMENTS

The level of attainment required for entry into this programme is:

- an appropriate Honours Degree or equivalent qualification or;
- an appropriate Postgraduate Diploma or equivalent qualification or;
- a professional Bachelor's degree at NQF level 8 (480 credits)

Provided that the applicant:

- is at least 25 years of age and;
- has at least three years of working experience.

Applicants who do not meet the minimum requirements for admission to the MBA programme, but have work experience, may apply for Recognition of Prior Learning (RPL) as a form of alternative admission onto the MBA programme.

## The MBA Programme Structure

SAQA ID: 97437 / NQF LEVEL 9

The REGENT BUSINESS SCHOOL MBA consists of twelve coursework modules (eleven core modules and an elective module) and a dissertation component. The duration of the programme is 20 months. The programme structure is outlined as follows:

YEAR	DURATION	MODULES
1	<b>Semester 1</b> (6 months)	<ul style="list-style-type: none"> <li>• Strategic and Change Management</li> <li>• Leadership and Human Capital Development</li> <li>• Accounting and Finance</li> <li>• Governance and Sustainability</li> <li>• Research and Statistical Methods</li> </ul>
	<b>Semester 2</b> (6 months)	<ul style="list-style-type: none"> <li>• Managerial Economics</li> <li>• Strategic Marketing</li> <li>• Global Political Economy</li> <li>• Operations and Supply Chain Management</li> <li>• Information and Knowledge Management</li> <li>• Research and Statistical Methods</li> </ul>
2	<b>Trimester 1</b> (4 months)	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Choose 1 Elective:               <ul style="list-style-type: none"> <li>• Healthcare Management</li> <li>• Public Sector Management</li> <li>• Islamic Finance and Banking</li> <li>• Educational Management and Leadership</li> <li>• Project Management</li> <li>• Fintech Disruptions in Financial Services</li> <li>• Digital Leadership</li> </ul> </li> </ul>
	<b>Trimester 2</b> (4 months)	<ul style="list-style-type: none"> <li>• Dissertation</li> </ul>

# DELIVERING THE MBA PROGRAMME

*The MBA programme is primarily offered through the distance mode of delivery. This includes a flexible blend of workshops and lectures, syndicated learning and independent study as well as ongoing academic support and mentoring by academic staff. The programme delivery is sensitive to the diverse needs of students especially those who continue to work full-time while studying.*

## **1. Face to face interaction**

Face to face contact is provided at a range of venues, dependent on student numbers. These contact sessions are conducted over weekends to accommodate working professionals.

## **2. RBS Orientation session**

All students will join us either online or physically for a RBS orientation, which will involve lectures, case studies, group work, examination practice, networking and social events along with study skills sessions.



### 3. Study materials and workbooks

At registration, each student receives a comprehensive study pack containing study materials for each of their registered modules, a detailed academic calendar and other relevant details of the academic programme, either included or shared via the Learner Management System (LMS). You will also have scheduled activities throughout each module.

### 4. Module co-ordinator

Module tutors will provide support for students. They will facilitate live sessions, moderate online discussions, make sure students are up to date with subject-relevant topical information, and generally oversee their development of study skills. Tutors will also be available telephonically and by email.

### 5. Student Support

RBS has a dedicated student support division which provides a range of services supporting the holistic development of the student and is augmented by available academic support. Provision is made for a wide range of support services, teaching resources and learning resources that promote students' academic skill and success at all levels of study. Additional support ranging from managing the challenges of distance studies, to professional individual and group counselling services are made available to students.



### THE MBA SUPPORTED DISTANCE PROGRAMME

The MBA degree is offered through a delivery format referred to at RBS as the 'Supported Distance' MBA. This format is geared towards students who prefer increased contact through their studies. MBA students on the 'Supported Distance' format participating in sessions, undertake case study analysis, business simulations and group work.

#### Advantages of the 'Supported Distance' programme Attending lectures together with the same group of students offers:

- A network of colleagues with lasting business and social contacts
- Dedicated study time and interaction with experienced academics
- Increase in one on one tuition time
- Engagement in debate surrounding topical issues

# THE MBA CURRICULUM

## Introduction

Within the context of the REGENT BUSINESS SCHOOL (RBS) MBA Philosophy, the RBS MBA curriculum aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and multi-disciplinary education. The MBA curriculum provides students with a comprehensive management education of globally recognised best practices with flexibility of their adaptation to indigenous entrepreneurial and societal context. The curriculum of the programme ascends from general management education to specialisation in diverse business fields. General management skills like oral and written communication, decision-making, leadership, and teamwork developed among the students at the initial level of the programme will provide them with a solid foundation for more advanced studies at the elective level during subsequent stages. Core modules taught integrate information and theories from various disciplines, including communication, economics, accounting, quantitative methods, marketing, finance, organisational structure and strategic management. The RBS MBA prepares students to think critically about business issues in order to enable them to develop strategic level understanding and demonstrate comprehension of complex theoretical constructs in the major business disciplines. Game-based learning and technology-based simulation affords students the opportunity to meaningfully develop and test their managerial and leadership capacity across modules.

## Strategic and Change Management

In today's volatile environment, with the accelerated rate of change, organisations that successfully manage strategic initiatives save more money and are poised to gain an advantage over their competitors. Today, there is much talk about change management because organisations live in a much more dynamic environment than in the past. The purpose of this module is to enable students to make a strategic diagnosis based upon the analysis of the competitive environment and the identification of the strategic capability of their organisation in a context of a dynamic environment.

## Managerial Economics

Managerial economics applies economic theory and methods to business and administrative decision making. Managerial economics prescribes rules for improving managerial decisions. Managerial economics also helps managers recognise how economic forces affect organisations and describes the economic consequences of managerial behaviour. It links traditional economics with the decision sciences to develop vital tools for managerial decision making. Managerial economics is concerned with the business firm and the economic problems that business management need to solve. It is the integration of economic theory and business practice for the purpose of facilitating decision-making and forward planning by management.

## Strategic Marketing

Every organisation needs to have clear marketing objectives, and the major route to achieving organisational goals will depend on strategy. It is important, therefore, to be clear about the difference between strategy and tactics. The purpose of this module is to create an understanding of how marketing management creates value in an organisation by examining the core principles of the marketing concept and amplifying the elements of a marketing strategy.



### **Global Political Economy**

It is generally accepted that the world has experienced multifaceted and revolutionary change over the last four decades or so. A shift is taking place from the traditional, largely bipolar, to a multipolar, world order. The notion of political economy underlines the fact that politics and economics are closely linked in all countries. The challenges and complexities facing organisations cannot be separated from broader international developments. Organisations operate in a global world where economies and societies are intertwined. Within the context of global competition and trade, countries are tied via their business economic structures. The module defines the study of international political economy, summarises major analytical frameworks in the field, and identifies current debates.

### **Governance and Sustainability**

Governance failures both locally and internationally have filled the media and have negatively impacted on confidence in the free market system. The sheer size and complexity of business makes it difficult to understand all the potential problems which lie in wait

for apparently successful organisations. Globalisation and the pervasive use of technology add further complications. It is also acknowledged that human activity has an influence on the environment and ecosystems in general. Sustainability is the need to allow the natural world to refresh itself while providing sufficient resource for human life. The primary purpose of this module is therefore to outline the need for governance measures in the private and public sectors and to enable students to reflect on values and levels of integrity.

### **Leadership and Human Capital Development**

In this competitive global economy, managers must continuously seek ways of improving human capabilities and the performance of organisations in order to compete, survive and thrive. In addition, one of the main differences between success and failure in any organisation is how its leadership optimises the use of its human capital resources to take advantage of strategic opportunities. This module details the task and scope of human resources management in the context of a legislative framework and a dynamic organisational micro and macro environment.

## Operations and Supply Chain Management

Operations and Supply Chain Management is concerned with the management of resources and activities that produce and deliver goods and services to customers. Efficient and effective value chain activities and operations provide an organisation with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share. As competition becomes fiercer in an increasingly open and global marketplace, a company's survival and growth becomes greatly contingent on its ability to run its operations efficiently and to exploit its resources productively. Thus this module focuses on the concepts, issues, and techniques for efficient and effective value chain activities and operations.



### **Accounting and Finance**

The purpose of this module is to enable the student to make strategic financial decisions as part of the financial management process which is critical to the success of any organisation. This module will also enable the student to develop practical skills applicable to interpreting financial statements, budgeting, cash-flow analysis, analysing organisational costs and making short-term and long-term investment decisions. The study of this module will also enable students to recognise the various sources of finance, evaluate the various costing systems and design techniques for the effective management of working capital.

### **Information and Knowledge Management**

Early ideas of information and knowledge application have changed into looking at awareness application showing peoples' availability and activities. All enterprises, whether in the private or public sector, need excellent information and knowledge strategies to succeed. The combined knowledge of the employees is in many cases considered to be the main asset of an organisation. The information that the knowledge is based upon can, to some extent, be stored and made available for everybody within the organisation. The purpose of this module is to review the value of information as a resource to the value chain of an organisation and examine the management of information and the information technology function in an organisation. This module also equips students with knowledge, skills and approaches to information and knowledge management in organisations.

### **Entrepreneurship**

This module aims to equip the student with knowledge about the critical roles of innovative entrepreneurship and business management in the creation of employment and development of a country's economy. After the completion of this module, the student will have gained knowledge about the role of integrating business management concepts in a technical and innovative setting to meet today's dynamic business environmental requirements. The study of this module will also enable students to understand how the integration of entrepreneurial and business management processes enhance organisational performance.

### **Research & Statistical Methods**

The purpose of the module is to equip the student with an understanding of research within the social sciences. The focus falls on the student developing a rigorous approach to the process of research. The module provides students with a holistic overview of the research process, different research philosophies, and research ethics.

Statistical inference study allows students to make generalisations based on sample data and answer questions such as estimating product reliability, testing investment strategies or predicting product sales on the basis of its features.



# THE MBA

# CURRICULUM ELECTIVES

(One to be selected)

## **Healthcare Management**

This module is concerned with the management of healthcare organisations in an environment of dynamic challenges. It examines the context in which healthcare occurs and explores dimensions of functional management relating to healthcare organisations. These include strategic management, change management, communication management, financial management, marketing management and human resource management. In addition, there is a large focus on the management of HIV and AIDS. In addition, there is a large focus on the management of HIV/AIDS as well as post Covid-19 era dynamics. The aim of this module is to enable students to apply theoretical knowledge to the analysis of practical problems in healthcare management and to be able to utilise financial and economic analysis for the provision of healthcare services.

## **Public Sector Management**

The study of public sector management covers a multitude of topics. The principal ones included are public finance and development (state budgets, development plans etc.), local government with particular reference to service delivery, ethical issues relating to the conduct of public officials, the processes by which policies are made and implemented, the significance of new technologies for how governments now operate and strategic planning and management. Emphasis will be placed on carrying out research on public sector topics to include study of policy documents such as 'white papers' and development plans, and interviewing officials, service providers and members of the public requiring service delivery.

## **Islamic Finance and Banking**

Islamic Financial institutions have rapidly in recent years achieved growth rates in excess of 15% per annum. Islamic finance derives its intrinsic strength from the moral precepts embodied within principles of Shari'ah (Islamic Law). Islamic products focus on ethics and are attracting both Muslims and non-Muslims. In South Africa, initiatives have been put in place to facilitate Islamic Banking and Finance, such as the amendment of Tax Laws, in order to attract petrodollars from the Middle East countries and to make South Africa the hub of Islamic Banking on the African continent. The demand for Islamic windows in conventional banks has resulted in an increasing demand for professionals to be conversant with the principles and intricacies of Islamic Banking and Finance.

## **Educational Management and Leadership**

This module offers advanced academic insight that leads to informed educational management or educational administration and leadership. Effective leaders and education managers must find new ways to address regulatory, leadership and management challenges to incorporate contemporary prospects and opportunities in the educational environment. Present day educational complexities have

engineered various initiatives to push for knowledge and skills transformation to bring about change in innovation, technology, human resources, teacher/lecturer qualities and accountability. This module is designed to meet the need of educational managers in the climate of constant change. It incorporates the latest strategic thinking in educational leadership and management. The module aims to develop governance, communication, interpersonal and financial skills in a way that enables educators to draw from both theory and practice of management. Educational management is associated with schools as well as institutions of higher learning like colleges and universities. Educational management professionals may also contribute to governmental agencies, private companies, and not-for-profit organisations. Students working in the field of educational management may function as policy-makers, researchers, or consultants to help evaluate and develop ways to enrich and enhance the educational system at all levels.

### **Project Management**

Contemporary industries require project management to build infrastructure, implement changes, deliver services and improve quality. This module focuses on project management and senior management skills. The module enhances the capacity of managers to improve production and service delivery, thereby contributing to organisational effectiveness.

The module also provides for the attainment of quantitative skills in project finance. Effective Project management impacts directly on the growth and advancement of most organisations and is a much sought-after competence. The project management elective is a suitable option for people who are often involved in projects, or work in an environment where projects are carried out frequently.

### **Fintech Disruption in Financial Services**

The module aims to provide an up-to-date examination of the maturing FinTech industry, and an understanding of the technologies set to shape the future of finance to achieve successful development and deployment of business models built around new finance technology. Not every business is a digital business, yet every single business is on a path to digitisation as both customer value propositions and operating models becomes increasingly digitised. Regardless the industry, company size or business function, technological mega trends are fundamentally changing the entire business landscape. Apart from impacting on the core functions of operations and marketing, technology is reshaping how organisations manage security, loyalty, support, public service, supply chain, talent, and finance. This module looks at how financial technology (FinTech) can be used to optimise customer value propositions, operating models and ultimately lead to new business models. This module also highlights the principles and practices that are leading to successful digital financial transformation and disruption in both a South African, and global context and the investment in digital capabilities and its effects, and how digital transformation has impacted financial services.



# RESEARCH AND DISSERTATION

## **The MBA Dissertation**

The concluding element of the MBA programme is choosing a research topic, applying suitable research methods in an organisational context and then analysing and reporting on the results in a dissertation of between 12 000 to 15 000 words. The dissertation draws together the threads running through the MBA programme. It gives the student an opportunity to apply general issues of management to an area of specialisation. As the dissertation is a science-based business research project, the student first learns appropriate research methods.

The research project and dissertation aim to identify and explore a significant management issue while also meeting personal career aims, academic standards and in many instances organisational objectives.

## **The dissertation focuses on one of the following:**

- Identification and research of a business or management issue of interest or value to students in their careers.
- An organisation-based project, generally with the student's employer.
- The investigation of a business concept, which could lead to self-employment or a business start-up.

## **Dissertation Support**

Once the research proposal has been submitted and approved, a research supervisor is allocated to the student. The supervisor will be a specialist in the field of study which the student wishes to investigate and will provide assistance during the dissertation writing process.

In addition, the research department and library will be available for help with sourcing material required for writing up the dissertation.

Research clinics could also be held to aid progress and help overcome obstacles en route to successful completion. Such thorough dissertation support enables the student to work conscientiously, and complete the dissertation in the allocated time.

# GRADUATE TESTIMONIALS

“ I commenced my MBA whilst in the role of Head of Front-End Services at African Bank. The MBA through Regent as a key to opening career doors, is a force to be reckoned with. I have been blessed to have been offered the opportunity to commence the REGENT DBA with the first group intake in the beginning of 2021. My thoughts that run through my head is, what is next... ”



## REECE OAKES

Chief Executive Officer (CEO) at Rennies BCD Travel  
Master of Business Administration

“ Having served in management and leadership positions over the years, I enrolled for an MBA to enhance my experience and leadership in managing public entities. This programme allows me to make a significant contribution to national development. It equipped me with skills about governance and human capital development, to understand the effective public sector management strategies. I value this accomplishment for its ability to unlock many future empowering opportunities for me. The support given by RBS on this programme is unmatched. ”



## JOHANNES M. NAKANYALA

School principal in Oshikoto Region, Namibia  
Master of Business Administration

“ I truly enjoyed my MBA journey with REGENT BUSINESS SCHOOL. Success is never guaranteed, failure lurks around every corner and it takes courage and commitment to complete that which is of value and substance. ”

My MBA has not only broadened my horizons and helped me adapt and shape my business approach, it has assisted and enabled me to navigate the Covid19 pandemic and the associated challenges that faced our business.



## THYS ERASMUS

Human Resource Manager - Webbers Clothing and Footwear  
Master of Business Administration

# MBA IN HEALTHCARE MANAGEMENT

SAQA ID: 115962 | NQF: 9

## COURSE PROGRAMME

As healthcare service delivery becomes complex because of changing population profiles, disease profiles and medical technology, so has the requirement for qualified healthcare managers increased. The need for trained and skilled healthcare executives in healthcare management to lead and manage healthcare service delivery into the future has become pressing. In order to fulfil this growing demand for highly skilled healthcare managers, REGENT BUSINESS SCHOOL (RBS) offers a Master of Business Administration (MBA) Degree in Healthcare Management. REGENT BUSINESS SCHOOL is an Associate of the Business School Alliance for Health Management.



This programme is also SAMA CPD accredited for 30points to all HPCSA registered professionals studying at REGENT at the completion of the program.



The MBA in Healthcare Management aims to provide knowledge about and develop skills for leading and managing health systems and services, leading and managing health professionals, and managing one's self as a leader and manager in contemporary and complex healthcare. Healthcare managers and leaders lead the way from public health and preventive services in the community, to primary healthcare, emergency health services, hospital services, and rehabilitation and palliative care to tertiary level healthcare services.

The programme aims to develop a greater depth of high-level skills in the profile of the professional manager. As the sector ultimately targets the well-being of people, it requires coordinated participation of hospitals and healthcare institutions, pharmaceutical firms and diagnostic services, healthcare technologies, informatics, insurance providers, entrepreneurs and finally, the community of healthcare recipients. Thus, the REGENT BUSINESS SCHOOL MBA in Healthcare Management programme aims to address these emerging issues, prevalent in the healthcare sector.

### **AIM OF THE QUALIFICATION**

The programme aims to equip students with the necessary knowledge, skills and abilities at an advanced level to deal effectively with the challenges facing business in private and public healthcare organisations.

### **BENEFITS OF THE QUALIFICATION**

The benefit of enrolling for the REGENT BUSINESS SCHOOL MBA in Healthcare Management programme is that upon successful achievement of this programme you will be in possession of a greater range and depth of high level skills as a professional in the sphere of healthcare management that has become increasingly complex and uncertain. The core modules of the programme will be structured for managers at all levels who work in public and private healthcare sectors or related industries. The main objective of these modules will be to provide students with high level analytical and conceptual skills, as well as practical knowledge to succeed in today's complex healthcare environment.

### **ON COMPLETION OF THE QUALIFICATION A STUDENT WOULD BE ABLE TO:**

- Contribute towards the extension of knowledge of business management and administration in a healthcare context.
- Demonstrate critical knowledge of the specific fields and sub disciplines of healthcare management.
- Demonstrate the ability to identify, analyse and solve management and commercial problems in a systematic, critical and creative way.
- Acquire a critical understanding of how to manage people, resources and processes in a healthcare context.
- Contribute to the socio-economic challenges of developing Southern Africa in an ethical and responsible manner.
- Display ethical behaviour in a healthcare organisational context.



## **DISSERTATION**

The purpose of the REGENT BUSINESS SCHOOL MBA in Healthcare Management Dissertation is to develop students' high-level cognitive and pragmatic thinking skills towards the conceptualisation, composition, and design, as well as proposing, implementation and evaluating research. As an entire independent module based on the examination of the produced dissertation, the purpose of the module is to assess the result of students' research conceptualisation and research skills against the pre-determined set of outcomes of a completed dissertation. This is done with cognisance of the current and contemporary research designs and methodologies which ensure that the student is critically-analytically engaged, in alignment with a balanced approach to the complexity level expected of student performance at NQF 9, both in terms of the academic as well as the contextual complexities.

## ADMISSION REQUIREMENTS

The level of attainment required for entry into this programme is:

- an appropriate Honours Degree or equivalent qualification or;
- an appropriate Postgraduate Diploma or equivalent qualification or;
- a professional Bachelor's degree at NQF level 8 (480 credits)

Provided that the applicant:

- is at least 25 years of age and;
- has at least three years of working experience.

Applicants who do not meet the minimum requirements for admission to the MBA programme, but have work experience, may apply for Recognition of Prior Learning (RPL) as a form of alternative admission onto the MBA programme.

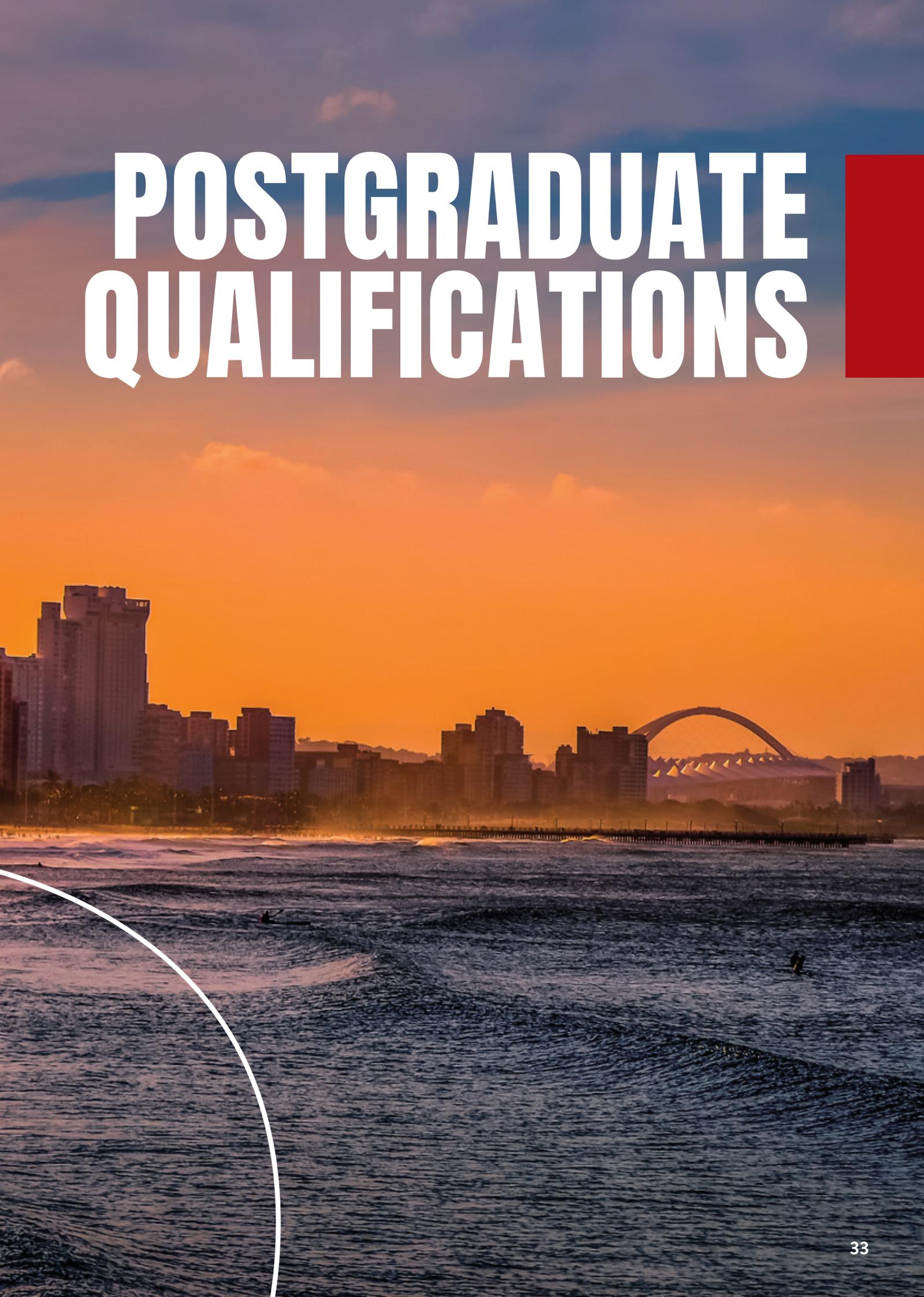
## Programme Structure

The REGENT BUSINESS SCHOOL MBA in Healthcare Management is structured over two years and consists of the following modules:

YEAR	DURATION	MODULES
1	<b>Semester 1</b> (6 months)	<ul style="list-style-type: none"><li>• Strategic and Change Management</li><li>• Human Resource Management and Organisational Behaviour</li><li>• Healthcare Operations Management</li><li>• Financial Management</li><li>• Research and Statistical Methods</li></ul>
	<b>Semester 2</b> (6 months)	<ul style="list-style-type: none"><li>• Health Economics</li><li>• Contemporary Health Systems</li><li>• Managing Healthcare Projects and Risks</li><li>• Emerging Issues in Healthcare Management</li><li>• Research and Statistical Methods</li></ul>
2	<b>Trimester 1</b> (4 months)	<ul style="list-style-type: none"><li>• Knowledge and Information Systems</li></ul> Electives: <ul style="list-style-type: none"><li>• Ethics and Law in Healthcare</li><li>• Health Policy</li><li>• Managerial Epidemiology</li></ul>
	<b>Trimester 2</b> (4 months)	<ul style="list-style-type: none"><li>• Dissertation</li></ul>



# POSTGRADUATE QUALIFICATIONS



# POSTGRADUATE DIPLOMA IN MANAGEMENT



SAQA ID: 81986 | NQF LEVEL 8

## COURSE PROGRAMME

The Postgraduate Diploma in Management (PG Dip Mgt) is a 1 year qualification that enables students with relevant work experience and appropriate qualifications to further develop their functional and reflective competencies in management, leadership and administration.

The programme aims to develop an integrated conceptual understanding, synthesis and critical application of specialised qualitative and quantitative issues in management.



The qualification is directed towards students having relevant work experience and occupying middle and senior management positions and who have completed a Bachelor's degree or equivalent qualification.

This qualification will enable students to develop in-depth, discipline specific skills and applied competence in the private and public sectors that will provide opportunities for personal intellectual growth, more purposeful employment and making a contribution to society.

The qualification will empower graduates to solve problems in a focused way and to effectively manage and allocate resources, to communicate effectively and to contribute to knowledge and socio-economic transformation in a responsible and ethical manner.

**On completion of this qualification, graduates will be able to:**

- Apply quantitative methodologies in making work-based decisions
- Apply scientific enquiry and research methods
- Utilise technology to solve work-based problems
- Display research skills in solving work related problems in the management of a range of organisations
- Contribute towards the extension of knowledge on business management, leadership and administration
- Demonstrate the ability to identify, analyse and solve management and commercial problems
- Acquire an understanding of how to manage resources and processes in a business context
- Contribute to the resolution of socio-economic problems of a developing Southern Africa in an ethical and responsible manner
- Articulate vertically to REGENT Business School's Master of Business Administration (MBA) Degree programme

**Admission Requirement:**

- A Bachelor's Degree, Advanced Diploma or equivalent qualification
- At least 2 years of managerial work experience

**Articulation Pathway:**

Students who successfully complete the Postgraduate Diploma in Management can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1
<b>Semester 1</b>
<ul style="list-style-type: none"> <li>• General Management</li> <li>• Marketing Management</li> <li>• Business Research</li> </ul>
<b>Semester 2</b>
<ul style="list-style-type: none"> <li>• Financial Management</li> <li>• Economics</li> <li>• Operations and Innovation Management</li> </ul>



# POSTGRADUATE DIPLOMA IN ACCOUNTING



SAQA ID: 101977 | NQF LEVEL 8

## COURSE PROGRAMME

The Postgraduate Diploma in Accounting (PGDA) is a one year programme that prepares students for the Initial Test of Competence (ITC) or the Board 1 examination set by the South African Institute of Chartered Accountants (SAICA).

The Postgraduate Diploma in Accounting is a distance programme supported by lectures.





**On completion of this qualification, graduates will be able to:**

- Display the necessary competencies to successfully complete the SAICA ITC examination.
- Be equipped technically for a career as a chartered accountant.
- Demonstrate an advanced understanding of the theories and practices relating to Financial Accounting, Management Accounting, Auditing and Taxation in the context of business and commerce and management.
- Demonstrate the ability to communicate in a rational and logical manner
- Identify and solve real-world problems pertaining to Financial Accounting, Management Accounting, Finance, Auditing and Taxation in the context of business and commerce and management.
- Be able to analyse and evaluate data in order to justify sound and rational decisions.

**Admission Requirement:**

- A SAICA approved Bachelors Degree in Accounting **OR**
- Access for Success in Accounting

For students that do not meet the minimum admission requirements, REGENT BUSINESS SCHOOL has an Access Programme to equip students with the adequate knowledge to qualify for entrance to the PGDA Programme. Contact us for more information (Office contact details can be found on the back cover)

**Programme Structure**

**DURATION: 1 YEAR**

- Advanced Financial Accounting
- Advanced Auditing
- Advanced Taxation
- Advanced Managerial Accounting and Finance (MAF)



# ACCESS FOR SUCCESS IN ACCOUNTING

Postgraduate Diploma in Accounting - Access Programme

## PROGRAMME INTRODUCTION

**Duration:** 1 Year

The REGENT BUSINESS SCHOOL's Postgraduate Diploma in Accounting (PGDA) is accredited by SAICA. Entry to this PGDA programme for some candidates requires the completion of an Access Programme.

### **ACCESS Programme**

This distance learning supported programme comprises four modules i.e. Accounting, Auditing, Management Accounting and Finance and Taxation. All four modules must be passed in one year to be eligible to enter the PGDA Programme.

An online course in ethics must be completed if not studied in the undergraduate degree.

### **Programme Objective**

To equip prospective PGDA students with the competencies necessary to be successful in the PGDA exams and more specifically in their careers as Chartered Accountants.





## PROGRAMME STRUCTURE

### Modules:

- Financial Accounting
- Auditing
- Managerial Accounting and Finance
- Taxation

\*A **3 month Course in Ethics** will be included if it has not been completed in the undergraduate degree.

## ASSESSMENTS

The programme will run four tests and a final entrance exam in each module.

## STAFFING

The four modules are presented by qualified Chartered Accountants and experienced academics who are supervised by the PGDA lecturing team.

## APPLICATION CRITERIA

A Bachelor's Degree in Accounting or equivalent.

Completion of Financial Accounting, Auditing, Management Accounting and Finance and Taxation modules in the degree is a requirement and preferably a course in Ethics as well.

## EXIT CRITERIA (ENTRANCE REQUIREMENT FOR PGDA PROGRAMME)

All four modules in the Access programme must be passed in one year with a minimum of 55% per module.

# POSTGRADUATE DIPLOMA IN BUSINESS INTELLIGENCE

SAQA ID: 121382 | NQF LEVEL 8

## COURSE PROGRAMME

The purpose of the Postgraduate Diploma in Business Intelligence is to equip students to navigate complex business scenarios exposed to disruption caused by volatile global influences such as pandemics, climate change, and fluctuating global markets to only mention a few. It has become increasingly important for business managers to drive business decisions based on data



generated by advanced internal systems to provide a rational and calculated cost-effective solutions to not only remain competitive, but survive and sustain business growth given severe challenges. The qualifying student will upon completion of the Postgraduate Diploma in Business Intelligence be able to understand and apply basic and fundamental business intelligence processes to solutions generation and guide the business in the direction of a consistent approach to data-driven decision-making.

**On completion of this qualification, graduates will be able to:**

- Play a instructive role in providing leadership in a complex digital environment
- Assess the value of business intelligence for operational efficacy and design decision-making frameworks based on this understanding
- Engage in solutions to manage big data
- Formulate contemporary Risk Management Strategies
- Manage Information and Knowledge systems for the purposes of presupposing its role in business intelligence
- Utilise business intelligence in the application of financial management procedures
- Conduct business research applicable to the context of the digital business environment

**Admission Requirement:**

- A Bachelor’s Degree, Advanced Diploma or equivalent qualification.
- At least 2 years of work experience and be of a minimum age of 23 years.

Applicants who do not meet the minimum requirements for admission to the Postgraduate Degree programme, but have the relevant work experience, may apply for admission via Recognition of Prior Learning (RPL).

REGENT Business School reserves the right to conduct an assessment to determine the level of prior learning. RPL and CAT is not applicable to the research component/project of any postgraduate programme, i.e. prior learning/achievement in a research component/project will not be accepted for exemption or credits as part of access into or completion of a postgraduate programme.

**Programme Structure**

**YEAR 1**

**Semester 1**

- Digital Leadership
- 21st Century Risk Management
- Information and Knowledge

**Semester 2**

- Managing Business Intelligence and Big Data Analytics
- Financial Intelligence
- Business Research



# POSTGRADUATE DIPLOMA IN EDUCATIONAL MANAGEMENT AND LEADERSHIP

SAQA ID: 71776 | NQF LEVEL 8

## COURSE PROGRAMME

The Postgraduate Diploma in Educational Management and Leadership (PG Dip EML) is a one-year postgraduate qualification that seeks to develop capacity in management and leadership in an educational management context. The focus of the programme is to improve the practice of management and leadership in the educational sector. It is directed towards persons who hold, or are aspiring to hold, management responsibilities within educational institutions.

The programme enables students with an education background to develop integrated and functional reflective competencies in educational management.

It is intended for educational managers and those aspiring to occupy managerial positions in educational institutions. The programme examines issues such as management principles, educational governance, leadership in education, financial management in educational institutions and the use of information technology in education.

### On completion of this qualification, graduates will be able to:

- Apply quantitative methodologies
- Acquire academic and professional knowledge required for leadership of educational institutions
- Apply management principles in an educational context
- Administer financial resources in an educational institution
- Evaluate the effectiveness and efficiency of the functioning of an educational institution
- Display knowledge of the provisions of relevant legislation relating to the governance of educational institutions

### Admission Requirement:

- Bachelor's Degree, Advanced Diploma or equivalent qualification
- At least 2 years of managerial work experience

Practising teachers, registered with the South African Council for Educators (SACE), qualify for continuous professional teacher development (CPTD) points on successful completion of the programme.

### Articulation Pathway:

Students who successfully complete the Postgraduate Diploma in Educational Management and Leadership can enrol for the REGENT MBA.



### Programme Structure

YEAR 1
<b>Semester 1</b> <ul style="list-style-type: none"><li>• Principles of Educational Management</li><li>• Leadership in Education</li><li>• Governance in Education</li></ul>
<b>Semester 2</b> <ul style="list-style-type: none"><li>• Using Information Technology in Educational Management</li><li>• Research in Educational Management</li><li>• Financial Decision Making in Educational Management</li></ul>



# POSTGRADUATE DIPLOMA IN ISLAMIC FINANCE AND BANKING



SAQA ID: 101893 | NQF LEVEL 8

## COURSE PROGRAMME

The course is aimed at providing a deeper understanding of both Islamic Finance and Banking and is intended for graduates. The course discusses the concepts of Islamic Finance and prohibitions in terms of financial transactions and also the application of these concepts in the real world of finance. The prohibitions have broad implications in structuring contracts dealing with financial transactions including investments in line with the rules and processes laid down by the Shari'ah. Students will also develop analytical skills and discuss the causes of failures of financial regulation and policies.

The purpose of this programme is to equip students with the necessary knowledge, skills and abilities in order to further their understanding of Islamic Finance and Banking in all forms. It is aimed at providing deeper understanding of Islamic Banking and Finance vis-à-vis Conventional Banking. This programme will also assist practitioners in developing a much needed Islamic secondary financial market. The programme has been designed to:

1. Provide a professional qualification for commerce and finance graduates to initiate a career in the banking sector.
2. Enhance career opportunities for those who are already in the banking sector but require a professional qualification.

**This course is endorsed by The Institute of Bankers in South Africa (IOBSA)**

**On completion of this qualification, graduates will be able to:**

- Communicate clearly with clients and manage stakeholder relationships in an ethical and professional manner.
- Demonstrate the ability to critically analyse the fundamentals of Islamic finance and banking.
- Critically evaluate the existing Islamic finance and banking products and services vis a vis conventional banking.
- Analyse and evaluate the social responsibility features of the interest-free banking system.
- Differentiate between interest-free Capital Markets, Islamic Venture Capital and Islamic financial instruments.
- Apply the techniques, methodologies and theories pertaining to Islamic product development issues.

**Admission Requirement:**

- An appropriate Bachelor's Degree or appropriate Advanced Diploma or equivalent qualification
- Two years of work experience

**Articulation Pathway:**

Students who successfully complete the Postgraduate Diploma in Islamic Finance and Banking can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1
<b>Semester 1</b>
<ul style="list-style-type: none"> <li>• Introduction to Islamic Economics and Finance</li> <li>• Islamic Commercial Law and Contracts</li> <li>• Evolution of Interest Based Banking</li> </ul>
<b>Semester 2</b>
<ul style="list-style-type: none"> <li>• Islamic Venture Capital and Financial Markets</li> <li>• Corporate Governance, Regulations and Supervision in Islamic Banks</li> <li>• Research Methods</li> </ul>



# POSTGRADUATE DIPLOMA IN PROJECT MANAGEMENT



Project Management  
South Africa

SAQA ID: 101913 | NQF LEVEL 8

## COURSE PROGRAMME

The Postgraduate Diploma in Project Management will provide project management skills and knowledge to persons who have discipline specific knowledge and experience. As organisations are becoming increasingly project based, these skills will enable persons to design and execute multiple projects to operationalise the strategic objectives of the institution. Project management is regarded as a useful competence to deliver products and services on time, within budget and according to predetermined quality specifications.





The programme aims to allow students to develop competencies associated with effective project management practices.

**On completion of this qualification, graduates will be able to:**

- Communicate effectively and manage stakeholder relationships in an ethical and professional manner.
- Demonstrate evidence of self-directed learning.
- Analyse and evaluate data in order to justify sound and rational decisions.
- Generate and manage projects in an integrated manner to build organisational capacity to successfully execute projects.
- Apply appropriate project management techniques and methodologies to real life scenarios.
- Display knowledge of corporate governance, risk management, and strategic management.
- Analyse scenarios related to identifying and solving problems in the context of project management

**Admission Requirement:**

- An appropriate Bachelor’s Degree or Advanced Diploma or equivalent qualification
- Two years of work experience

**Articulation Pathway:**

Students who successfully complete the Postgraduate Diploma in Project Management can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1
<p><b>Semester 1</b></p> <ul style="list-style-type: none"> <li>• Project Integration Management</li> <li>• Project Procurement and Supply Chain Management</li> <li>• Project Cost Management</li> </ul>
<p><b>Semester 2</b></p> <ul style="list-style-type: none"> <li>• Project Leadership</li> <li>• Project Risk Management</li> <li>• Project Quality Management</li> </ul>



# POSTGRADUATE DIPLOMA IN DIGITAL MARKETING

SAQA ID: 117087 | NQF LEVEL 8

## COURSE PROGRAMME

The field of digital marketing incorporates all marketing efforts that make use of an electronic device or the internet. In the current business environment, organisations seek to leverage digital marketing channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital marketing is defined using numerous digital tactics and channels to connect with customers where they spend much of their time which is increasingly online. From the organisations website to online branding assets, digital advertising, email marketing, online brochures, and beyond there's a spectrum of tactics that fall under the term of "digital marketing".



The purpose of the Postgraduate Diploma in Digital Marketing qualification seeks to impart knowledge and skills focusing on the design, build, management and measure of effective digital marketing campaigns that comprise of the core skills of digital marketing, social media, online Public Relations, paid and organic search and measurement programmes.

### Programme Outcomes:

- Assess the impact of digital technologies on the marketing function.
- Discuss the strategic benefits and implementation of digital marketing and multi-channel marketing.
- Effectively implement information systems to achieve business objectives and goals.
- Develop strategies using information systems to harness a competitive edge in digital marketing.
- Developing a transformation framework towards becoming a digital enterprise.
- Understand the terms and tools used to measure and improve digital market effectiveness
- Develop an appropriate process to collect metrics for digital marketing effectiveness
- Assess strategies for developing and organising social media content for digital marketing campaigns
- Examine the impact of social entertainment on digital marketing strategies

### Admission Requirement:

- An appropriate bachelor's degree or Advanced Diploma or equivalent qualification
- Two years of managerial work experience.

### On completion of programme student will be able to:

The Postgraduate Diploma in Digital Marketing aims to equip marketing professionals and those in the marketing environment with the necessary knowledge and skills related to this sector. The qualification incorporates modules that are relevant to this field and will enable learners to apply digital marketing strategies, conduct digital marketing campaigns and evaluate digital marketing data to enable success in this field.

### Articulation Pathway:

Students who successfully complete the Postgraduate Diploma in Digital Marketing can enrol for the REGENT MBA.



### Programme Structure

YEAR 1
<b>Semester 1</b>
<ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Information and Knowledge Management</li> <li>• Leading Digital Business Transformation</li> </ul>
<b>Semester 2</b>
<ul style="list-style-type: none"> <li>• Developing Digital Marketing Channels</li> <li>• Social Media Marketing Strategies</li> <li>• Business Research</li> </ul>

# POSTGRADUATE DIPLOMA IN SUPPLY CHAIN MANAGEMENT

SAQA ID: 117924 | NQF LEVEL 8

## COURSE PROGRAMME

The Postgraduate Diploma in Supply Chain Management programme seeks to develop skills for professionals and equip them to optimize organisation profitability through effective management of supply chain. Ever-increasing customer demands on product price, quality, variety, lead-time, and the need to pursue mass customization have forced companies to focus attention not only on internal operations, but also on ensuring coordinated response on the part of the entire supply chain, including suppliers and distributors. The programme will help participants to sharpen their skills to leverage advantages of a well-managed supply chain.



Furthermore, the purpose of such a qualification is to enhance the South African supply chain professional industry and upscale knowledge and skills of students who are aspiring to work in the supply chain ambit. Students also will have obtained critical analytical thinking and insight into developing and overseeing supply chain projects from being exposed to current and futuristic trends that is on a global and national level for best practise. This will also challenge higher-ordered thinking to challenge new ideas for better practise.

**On completion of this qualification, graduates will be able to:**

- Analyse supply chain concepts and how activities interact within supply chains within familiar and unfamiliar contexts.
- Critically assess competition drivers, develop and lead strategic supply chain projects
- Select appropriately responsive tools and techniques to achieve optimal supply chain process, value, and service improvements.
- Determine and implement best practice project management tools and techniques in supply chain management.
- Evaluate demand management and forecasting techniques in the context of supply chain efficiency and responsiveness.
- Assess the implications of leadership and change management approaches and techniques and how they impact on Lean implementation and Lean and Agile supply chain strategies
- Develop a suitable strategy for implementing Lean strategies to achieve sustainable operational and supply chain improvements.
- Resolve the complexities inherent in organisation-wide and supply chain projects and lead Lean SCM teams

**Admission Requirement:**

- The minimum entrance requirements for admission to the PGDSCM programme are as follows: An appropriate Bachelor’s Degree or Advanced Diploma or equivalent qualification, and two years of managerial work experience.

**Articulation Pathway:**

Students who successfully complete the Postgraduate Diploma in Supply Chain Management can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1
<b>Semester 1</b>
<ul style="list-style-type: none"> <li>• Strategic Supply Chain Management</li> <li>• Operations Management</li> <li>• Business Research Methods</li> </ul>
<b>Semester 2</b>
<ul style="list-style-type: none"> <li>• Purchasing and Supply Chain Management</li> <li>• Global Strategic Supply Chain Management</li> <li>• Logistics in Supply Chain Management</li> </ul>



# BACHELOR OF COMMERCE HONOURS DEGREE



SAQA ID: 79326 | NQF LEVEL 8

## COURSE PROGRAMME

The Bachelor of Commerce Honours (BCom Hons) degree is a 1 year programme that seeks to develop capacity in managers or persons who are aspiring to hold management responsibilities within the commercial sector. The programme enables students to develop integrated functional and reflective competences in business and general management by examining issues relating to Marketing Management, Human Resource and Industrial Relations Management, Strategic Management, Financial Management, as well as undertaking research directed towards business and



management. This provides students with cutting edge advanced management skills by exposing them to the functional areas of business and management at a postgraduate level, and ensures that they are prepared for the challenges of the global economy.

**On completion of this qualification, graduates will be able to:**

- Demonstrate competency in the management of private enterprises, departments or sections of organisations to the benefit of all stakeholders
- Interpret and critically evaluate evidence and data objectively
- Recognise and respond to change within organisations
- Demonstrate competency in the execution of the tasks of planning, organising, leading and controlling in the different fields of strategic management, marketing, finance, human resources, research and operations management
- Demonstrate competencies in research including data collection, analysis, interpretation and recommendations
- Undertake research in key business fields
- Articulate vertically to REGENT BUSINESS SCHOOL's Master of Business Administration (MBA) Degree programme

**Admission Requirement:**

- A three-year undergraduate commerce degree or equivalent qualification; AND
- The achievement of an average of at least 55% in the major (third year) subjects in the undergraduate qualification.

Students wishing to select an elective such as Managerial Economics or Investment Management must have appropriate cognate subjects in their undergraduate qualification that will ensure preparation for the postgraduate requirements.

**Articulation Pathway:**

Students who successfully complete the BCom Honours can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1	
<b>Semester 1</b>	
•	Human Resource and Labour Relations Management
•	Business Research
•	Elective: (choose 1 of the following)
1.	Entrepreneurship and Small Business Management
2.	Financial Management
3.	Healthcare Management
4.	Investment Management
5.	Operations Management
6.	Purchasing Management
7.	Managerial Economics
<b>Semester 2</b>	
•	Marketing Management
•	Research Project
•	Strategic Management



# BACHELOR OF COMMERCE IN HUMAN RESOURCE MANAGEMENT HONOURS DEGREE

SAQA ID: 111130 | NQF LEVEL 8

## COURSE PROGRAMME

The Bachelor of Commerce Honours in Human Resource Management (BCom Hons HRM) degree is a 1 year programme that seeks to provide students with a convenient and structured avenue to further and advance their knowledge in Human Resource Management. The programme endeavours to assist students to support and implement procedures and systems, promote best Human Resource Management (HRM) practices in the organisation, identify skills requirements (workforce

planning) of the organisation, acquire an understanding of people dynamics and its impact in the workplace and on productivity and to ensure compliance with Human Resource legislation and trends. The programme is designed to empower learners with core Human Resource Management skills in line with best practices and quality standards. Learners should be able to reflect on their decisions and the effect thereof within the context of human resource practice in an organisation. With a trend towards streamlined management and work practices, the last two decades have seen an explosion in Human Resource Management as an industry and profession, with various jobs available for those with the aptitude and the qualifications. The programme therefore seeks to address and contribute positively to overcoming the gap of developing personnel capable of managing the organisations and its human resources.

**On completion of this qualification, graduates will be able to:**

- Display knowledge of management in general
- Demonstrate competency in the management of various aspects of human resource management
- Collect, analyse, organise and critically evaluate information
- Recognise and respond to change within organisations
- Demonstrate competency in the execution of the tasks of planning, organising, leading and controlling in the field of human resources
- Demonstrate competencies in research including data collection, analyses, interpretation and recommendations
- Display research and communication skills

**Admission Requirement:**

- A Bachelor of Commerce Degree or equivalent qualification

**Articulation Pathway:**

Students who successfully complete the BCom Honours in Human Resource Management can enrol for the REGENT MBA.



**Programme Structure**

YEAR 1	
<b>Semester 1</b>	
•	Business Research
•	Human Resource Development
•	Organisational Behaviour
<b>Semester 2</b>	
•	Strategic Human Resource Management
•	Employee Relationship Management
•	Research Project



# REGISTERING FOR THE PROGRAMME

## ADMISSION REQUIREMENTS FOR THE MBA PROGRAMME

- An Honours Degree or equivalent NQF level 8 qualification or;
- A Postgraduate Diploma or equivalent NQF 8 level qualification or;
- A Bachelor's Degree (4 years) at NQF level 8 (480 credits)

In addition the applicant must:

(i) be 25 years of age or older and; (ii) have at least three years of working experience.

REGENT BUSINESS SCHOOL reserves the right to conduct assessment to recognise prior learning. Informal and nonformal learning may be assessed to grant exemption through the RPL process and assessment of formal learning may be conducted to award credits for credit accumulation and transfer purposes.

No credits will, however, be granted for prior achievement of a research component/project when presented for access into a post graduate programme. Similarly no informal or non formal learning will be accepted for purposes of exemption from the research project/component.

## MBA ACCESS PATHWAYS





## **ADMISSION REQUIREMENTS FOR POSTGRADUATE DIPLOMA QUALIFICATIONS**

- A Bachelor's Degree, Advanced Diploma or equivalent qualification
- A SAICA approved Bachelor's Degree in Accounting - PGDA
- At least 2 years of managerial experience

## **ADMISSION REQUIREMENT FOR HONOURS QUALIFICATION**

- A Bachelor of Commerce Degree or equivalent qualification

### **How are the fees structured?**

Flexible fee payment options are designed to provide greater flexibility to students.

### **Payment options:**

- Cash Payment - Early Bird Discount
- Payment Plan A - Deposit Plus 3 Instalments
- Payment Plan B - Deposit Plus 6 Instalments
- Payment Plan C - Deposit Plus 9 Instalments

### **How to Apply?**

Applicants are required to submit the following:

1. Completed Application and Registration documents
2. Certified copies of all educational qualifications and academic transcripts
3. Curriculum Vitae
4. Certified copy of an identity document or passport
5. Letter of company sponsorship (if applicable)
6. 2 Passport sized photographs
7. A portfolio of evidence (RPL candidates)
8. A letter of motivation (RPL candidates)
9. A letter of recommendation (RPL candidates)

## HEADQUARTERS

### DURBAN - SOUTH AFRICA

35 Samora Machel Street, Durban

Tel: +27 31 304 4626 / Email: [study@regent.ac.za](mailto:study@regent.ac.za)

## LEARNING CENTRES

### JOHANNESBURG - SOUTH AFRICA

13 Frost Avenue, Auckland Park, Johannesburg

Tel: +27 11 482 1404 / Email: [mbajhb@regent.ac.za](mailto:mbajhb@regent.ac.za)

### PRETORIA - SOUTH AFRICA

Hillcrest Office Park, 177 Dyer Road, Hillcrest, Pretoria

Tel: +27 12 764 1300 / Email: [pretoria@regent.ac.za](mailto:pretoria@regent.ac.za)

### EAST LONDON - SOUTH AFRICA

6-8 Donald Road, Vincent, East London

Tel: +27 43 721 1271 / Email: [eastlondon@regent.ac.za](mailto:eastlondon@regent.ac.za)

### CAPE TOWN - SOUTH AFRICA

The Boulevard Office Park, Block A, Podium Level,

40 Searle St, Woodstock, Cape Town

Tel: +27 21 422 2567 / Email: [capetown@regent.ac.za](mailto:capetown@regent.ac.za)

### GQEBERHA - SOUTH AFRICA

Shop No. LG 56, Baywest Mall

100 Baywest Blvd, Hunters Retreat, Gqeberha

Email: [gqeberha@regent.ac.za](mailto:gqeberha@regent.ac.za)

### MANZINI - ESWATINI

Plot 132, Mbabha Street, Manzini (next to Eswatini Milling)

Tel: +268 250 55890 / Email: [swazi@regent.ac.za](mailto:swazi@regent.ac.za)

### MBABANE - ESWATINI

Shop No. 13, The New Mall, Lot 2202, Extension 1, Mbabane

Tel: +268 24049440 / Email: [mbabane@regent.ac.za](mailto:mbabane@regent.ac.za)

### ONGWEDIVA - NAMIBIA

Coolmaster Complex, Ongwediva Main Road, Namibia

Tel: +264 652 38567 / Email: [ongwediva@regent.ac.za](mailto:ongwediva@regent.ac.za)

### WINDHOEK - NAMIBIA

Unit 8 Moth Centre, Centaurus Road, Windhoek

Tel: +264 6122 1480 / Email: [windhoek@regent.ac.za](mailto:windhoek@regent.ac.za)

# RBS SOCIETY

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