



DESIGN  
YOUR  
**FUTURE**

HONOR

2021

UNDERGRADUATE **BROCHURE**



**REGENT**  
BUSINESS SCHOOL

HONORIS UNITED UNIVERSITIES

DISRUPT. RETHINK. INNOVATE.

2021

UNDERGRADUATE BROCHURE



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# 8

## GOOD REASONS

to study at **REGENT BUSINESS SCHOOL**



Tech-rich and  
Future focused education



Eduniversal Award  
2 Palmes of Excellence



Accredited and Internationally  
recognised qualifications.



Accessible and affordable  
Higher Education



A committed student centred culture that  
focusses on student success



A focus on real world skills development that ensures the best  
possible preparation for employability, life and success



Diversified student networking opportunities across Africa  
through HONORIS United Universities



A proud member institution of







# MESSAGE

from the **Principal**



“ **REGENT has successfully harnessed the benefits of technology to seamlessly support teaching and learning...** ”



In behalf of REGENT BUSINESS SCHOOL, it is my pleasure to extend a warm welcome to you. The programmes in this brochure are accredited by the Council on Higher Education (CHE), and they meet the requirements of other regulatory authorities in South Africa. This brochure will provide you with all the information you require to make your final decision regarding which programme to choose and study.

Although the programmes in this brochure meet the requirements of the regulators, REGENT seeks to develop and expand the potential of graduates by providing them with exceptional teaching and cutting-edge learning experience, thereby preparing them for the workplace of today and the future, as the future of work changes. Special spaces called iLeadLab have been developed at various learning support centres. The objective of the iLeadLab is to empower our learning community

through the development of 21st Century skills and competencies, innovation, interpersonal and work readiness skills, and commercialization of product development.

To mitigate the impact of the COVID-19 pandemic, REGENT has successfully harnessed the benefits of technology to seamlessly support teaching and learning online, thereby confirming the power of technology to enhance the delivery of our programmes in the digital age.

**Your journey begins here, and only you can choose where it leads you. I trust that you will choose REGENT to pursue your formal higher education studies and to acquire employability and transferable skills. It will be our pleasure to partner with you on this important journey.**

I look forward to welcoming you to REGENT BUSINESS SCHOOL.

---

*Professor Marvin M. Kambuwa*  
**Principal**  
**REGENT BUSINESS SCHOOL**

# AN OVERVIEW OF of **REGENT BUSINESS SCHOOL**



REGENT BUSINESS SCHOOL (RBS) is a Private Higher Education Institution located in the heart of the central business district and the industrial hub of Durban, one of the busiest port cities on the eastern seaboard of South Africa. RBS is deeply embedded as a premier private higher education provider in Africa, with fifty four burgeoning economies. The institution was established in 1998 with a mission to provide affordable and accessible education, resulting in a number of fully accredited world class programmes.

RBS prioritises quality education; incorporating 21st century learning in the teaching methodologies focused on producing holistic graduates. Strategic thinking and thought-provoking case studies exposes and equips students with a higher level of practical problem solving abilities. All modules are rigorously designed with industry input, an opening vignette to major events and real-world issues around the globe.

At the core of its institutional philosophy, 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, learning, research and community engagement.

RBS's programmes cover the areas of business administration, commerce, management and leadership, entrepreneurship, local government, educational management and range from higher certificates to postgraduate programmes.

In delivering its range of management education programmes to a diverse body of students from both the Public and Private Sectors, RBS has developed significant capacity with regards to infrastructure, academic and intellectual resources. Access to a large pool of experts in Management and Leadership from commerce, industry and academia has positively impacted the delivery of its learning programmes.

Through its active research focus, RBS is also at the cutting edge of the latest business leadership and management trends. Academics at RBS hail from diverse multicultural backgrounds and are the finest industry players, who are engaged in cutting edge research, the pursuit of unparalleled academic excellence and innovation. They have conducted high impact research and published thought-provoking academic papers across a broad

range of business, industry and professional areas, working in and teaching at all levels of professional and industry platforms. Their contributions have made meaningful and concrete impact in the global community at large, at home and abroad.

RBS has developed a series of programmes that are designed to provide students and organisations with the management competencies and critical skills necessary to build and sustain competitive advantages in a rapidly changing and complex business environment. RBS's expertise has evolved through continuous research and development undertaken in delivering a range of local and international business and management education.

To date, RBS is proud to announce that it has successfully graduated in excess of 5000 graduates. The institution has

seen rapid growth in the number of students graduating annually. The escalation in graduation figures is a reflection of the extent of the success and sustainability of the institution through academic support and student centricity of the institution.

RBS continues to grow and build on its reputation as a leading provider for higher education in business and management. For prospective students this is indeed an exciting time as you lay the foundations for a career in the business world. At RBS we will do all that we can to help you to make the right choices for your future and a programme of study at RBS will give you the best possible start in your career.



## MISSION

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



## 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.

## Our Values:

### ○ 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.

# WHY CHOOSE REGENT BUSINESS SCHOOL?

REGENT BUSINESS SCHOOL has developed a series of programmes that are designed to provide students and organisations with the management competencies and critical skills necessary to build and sustain competitive advantage in a rapidly changing and complex business environment. RBS's expertise has evolved through continuous research and development undertaken in delivering a range of local and international business and management education programmes.

As a specialised education and training provider of management related learning programmes, RBS has the capacity, systems and resources to deliver courses with the flexibility of onsite, offsite as well as web-based teaching and learning. It is well known that successful companies make deliberate efforts to ensure that training of staff does not compromise production and business time. RBS delivers courses that are flexible and supported by a range of support facilities i.e. telephonic support, face to face lectures, online and web support and virtual classrooms. This places organisations at the forefront of competitiveness having their staff trained and upskilled whilst still maintaining optimal productivity.

The **REGENT BUSINESS SCHOOL** programmes are:

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

REGENT BUSINESS SCHOOL is accredited by the Council on Higher Education (CHE).

## Quality confirmed by accreditation

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



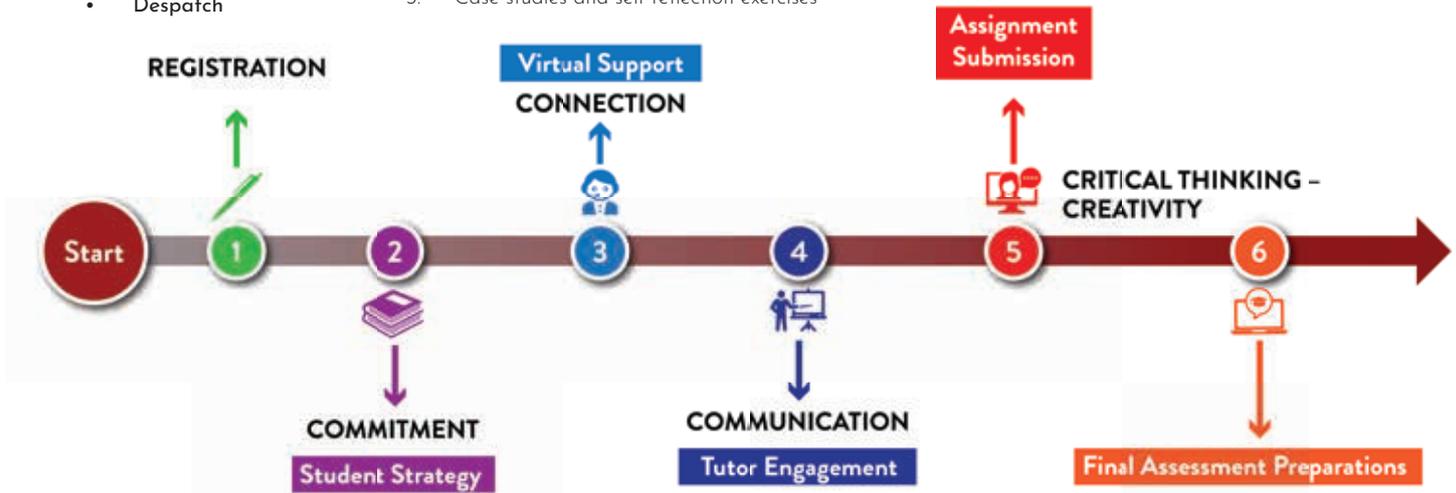
## AN INTERNATIONAL EXPERIENCE

REGENT BUSINESS SCHOOL (RBS) has, since its inception in 1998 developed an international footprint of higher education delivery in the Southern African Community. Recent years have seen the extension of this footprint through collaboration with foreign partners to the Mauritian and Madagascan Islands, Kenya in East Africa as well as the extension of its footprint to the Northern European region of Russia. A recent survey of RBS graduates indicates that graduates have positioned themselves on all continents of the world. The survey shows them holding executive positions in Hong Kong, Pakistan, United Kingdom, Saudi Arabia, Oman, Australia and a host of African countries.

Delivering programmes across international boundaries through supported distance and utilising highly experienced and qualified academics has positioned RBS to offer cutting edge programmes that meet market demands which are locally and globally relevant.

# STUDENT JOURNEY

- Application process
- Selection criteria
- Selections Process
- Approval Letter
- Despatch
- Online Library resources
- Admin and assessment support (live chats)
- Access digital support material prepared by our faculty.
- These include:
  1. Pre- recorded webinar lectures
  2. PowerPoint lecture slides with voice overs
  3. Case studies and self-reflection exercises
- Access assignment guidelines and instructions in Academic and Assessment calendar
- Electronic Submission
- Electronic Feedback



- Electronic Feedback
- Study material / Prescribed text
- Refer to Academic and Assessment calendar / Student Handbook
- Q&A sessions through scheduled webinars allowing you engagement with faculty - confront challenges, seek assistance
- Final assessment preparation webinars. Form of assessment will be communicated.

## ○ **ACADEMIC SUPPORT: ONE-TO-ONE SUPPORT:**

In order to help you study more effectively, develop key academic skills and access academic support, you can book an appointment to talk with a faculty member.

## ○ **WORKSHOPS SESSIONS:**

RBS facilitates workshops sessions for students where teaching and learning support take place. Workshops provide the ideal forum for students to clarify areas of difficulty identified in their study programme.

## ○ **ENRICHMENT SESSIONS:**

Enrichment sessions are offered to students who wish to further their understanding of a module and who have experienced difficulties during the academic semester. The enrichment sessions are only held in regions where there are adequate student numbers per module.

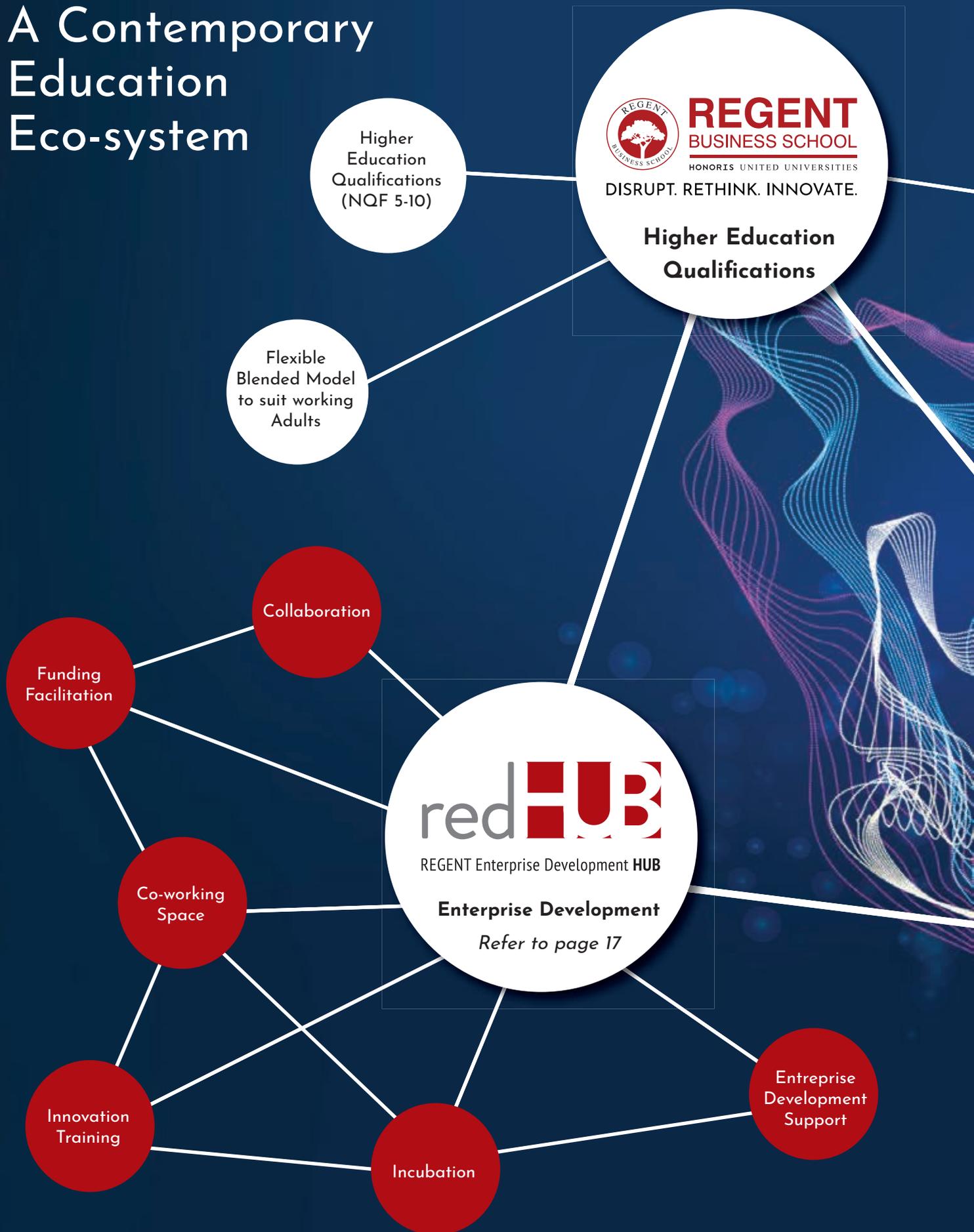
## ○ **WEBSITE SUPPORT:**

RBS's website offers new and prospective students access to information electronically. Registered students can further access their MYREGENT portal account from the home page.

## ○ **VIDEOS TO SUPPORT LEARNING:**

The Centre for Teaching and Learning has introduced a series of videos that is intended to complement student learning at REGENT BUSINESS SCHOOL. Videos are available for selected modules.

# A Contemporary Education Eco-system

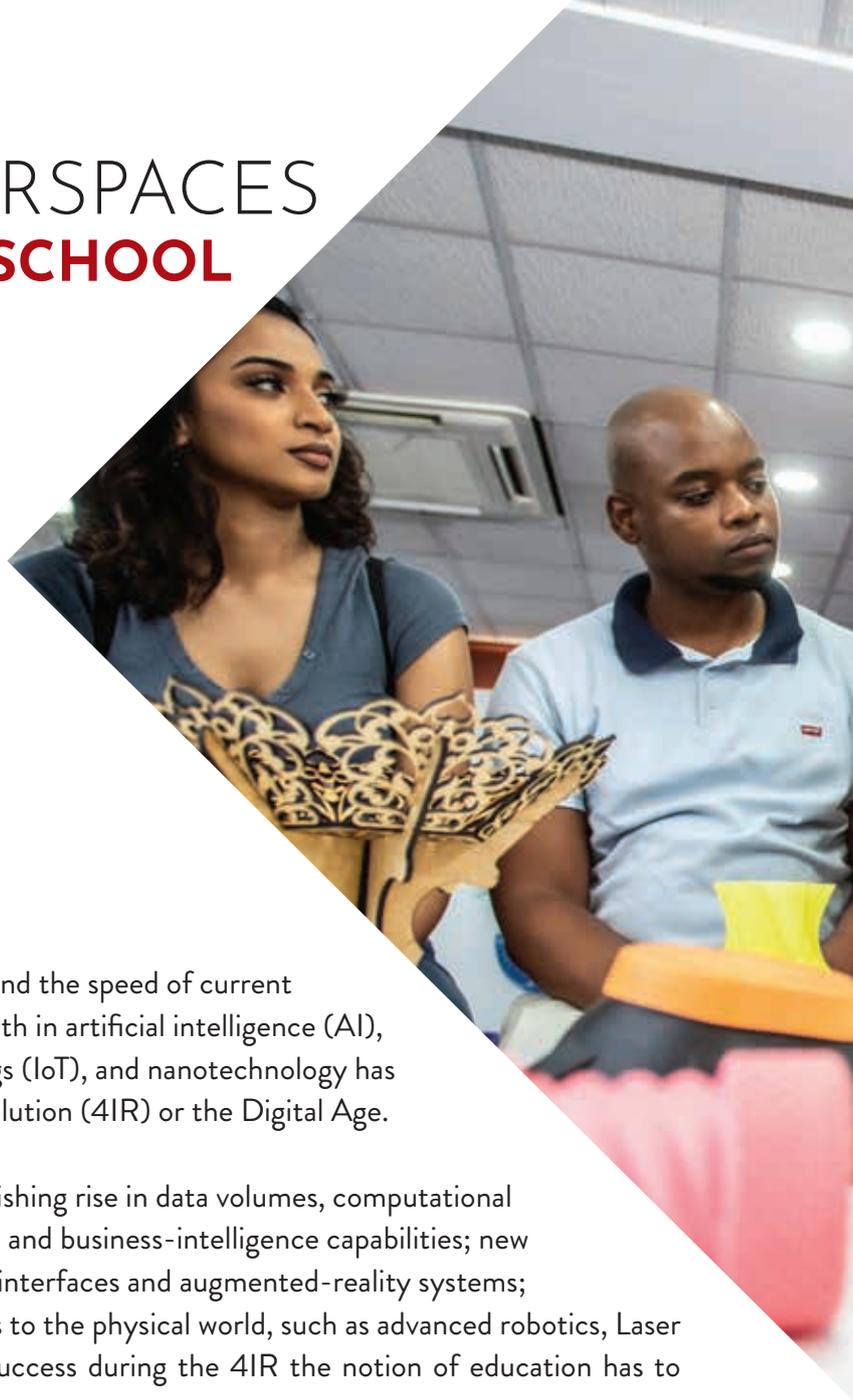


# DISRUPT. RETHINK. INNOVATE.

Employee  
Focused  
Curricula



# ACADEMIC MAKERSPACES at **REGENT BUSINESS SCHOOL**



Today's pace of technological change is staggering, and the speed of current breakthroughs has no historical precedent. The growth in artificial intelligence (AI), robotics, autonomous vehicles, the Internet of Things (IoT), and nanotechnology has become the new norm of the Fourth Industrial Revolution (4IR) or the Digital Age.

The 4IR will be driven by four disruptions: the astonishing rise in data volumes, computational power, and connectivity; the emergence of analytics and business-intelligence capabilities; new forms of human-machine interaction such as touch interfaces and augmented-reality systems; and improvements in transferring digital instructions to the physical world, such as advanced robotics, Laser Cutting and 3-D printing. Preparing learners for success during the 4IR the notion of education has to change at scale.

Learners both at educational institutions and in industry will need to adapt and innovate in response to new demands and changing circumstances, in being able to command and expand the power of technology to create new knowledge. Hence, new standards for what students should be able to do are replacing the basic skill competencies and knowledge expectations of the past.

## Courses:



3D Printing  
Workshop



Raspberry Pi  
Workshop



Arduino  
Electronics



Laser Cutting  
Workshop



Website  
Building



**Soft Skill Workshops:**



Emotional Intelligence



Personality Assessments



Critical Thinking



Stress & Conflict Management



Creativity & Design Thinking

**Work Readiness Workshops:**



CV Writing



Interview Skills



Job Search Skills



Presentation Skills



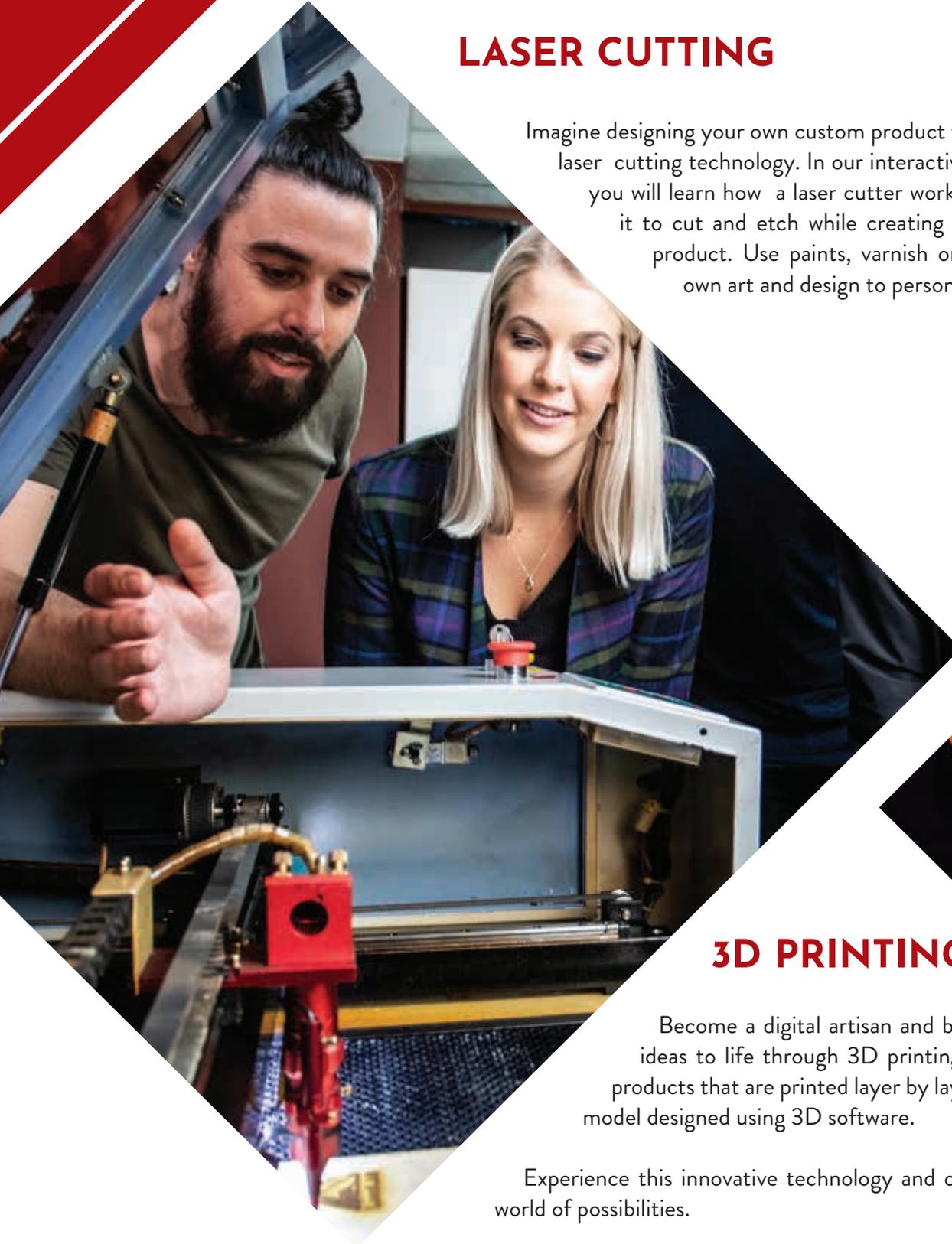
Career Fairs



Graduate Recruitment Programmes

## LASER CUTTING

Imagine designing your own custom product with the power of laser cutting technology. In our interactive learning space, you will learn how a laser cutter works and how to use it to cut and etch while creating your own special product. Use paints, varnish or even etch your own art and design to personalise your puzzle.



## 3D PRINTING

Become a digital artisan and bring your ideas to life through 3D printing. Create products that are printed layer by layer with a model designed using 3D software.

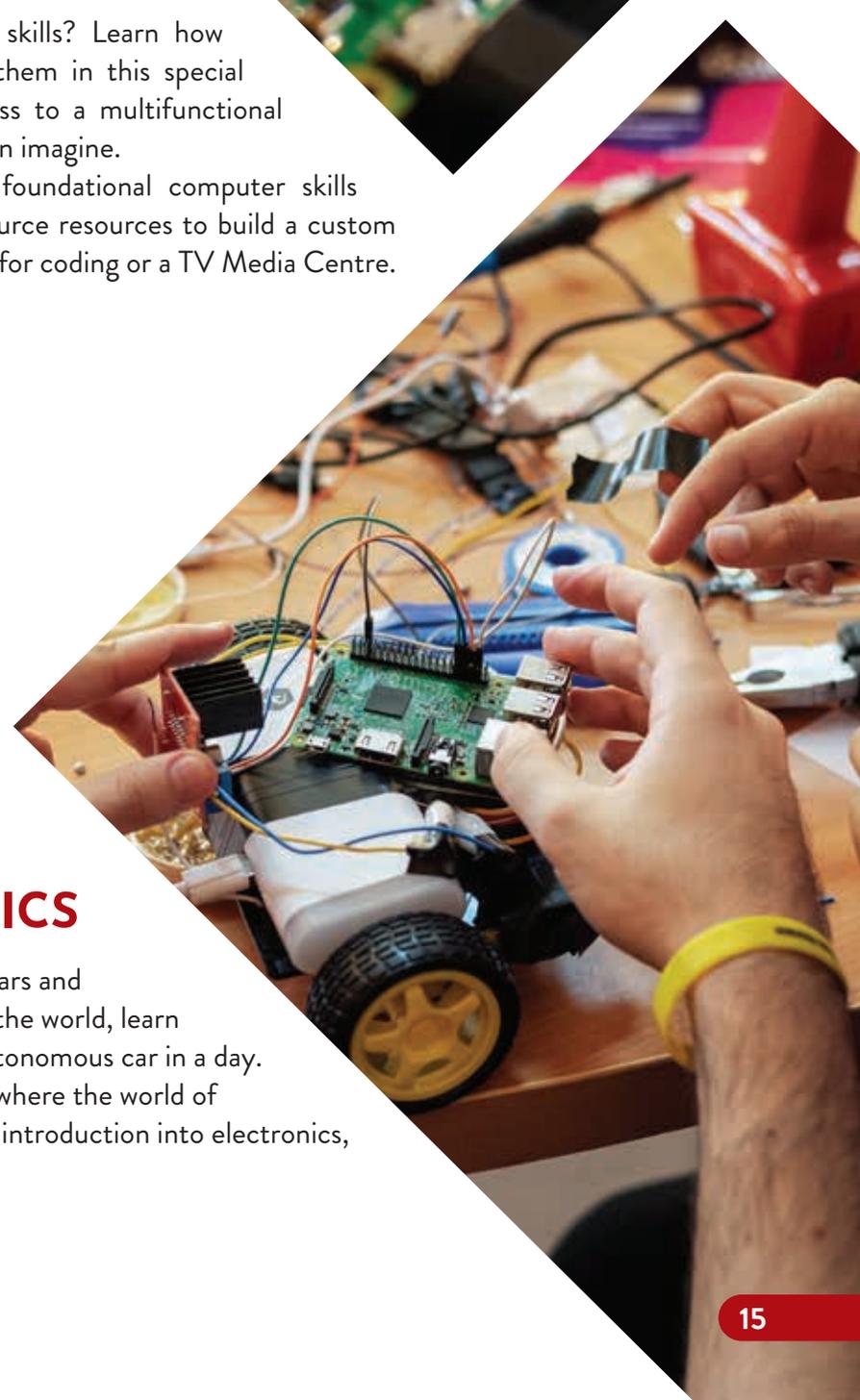
Experience this innovative technology and open up a world of possibilities.



## **CODING**

Want to start or develop your coding skills? Learn how computers work and how to make them in this special workshop that will give you access to a multifunctional device to make anything you can imagine.

This course will give you foundational computer skills and how to use open-source resources to build a custom computer to be used for coding or a TV Media Centre.



## **ROBOTICS**

Where self-driving cars and automation are ruling the world, learn how to make your own autonomous car in a day.

This workshop will teach you where the world of mobility is going and give you an introduction into electronics, coding, and automation.

# AN OVERVIEW OF



REGENT Enterprise Development **HUB**



COVID-19, the global health crisis that has snatched lives, stolen livelihoods and crushed revenue streams has, ironically, birthed a new era for opportunity and innovation. Around the world, the entrepreneurial spirit is in full throttle, ripe for nurturing. If ever there was a time for innovative players to thrive, it is now.

As global economies reboot, analysts and forecasters believe that SMMEs (small, medium, and micro enterprises) with their pioneering and problem-solving philosophies, will play a pivotal role in shaping post-COVID-19 realities.

Indeed, there is a direct correlation between a country's economic trajectory and the level of its entrepreneurial activity. The World Bank's Small and Micro Enterprises (SME) report of 2019 highlighted that SMEs contribute up to 40% of the gross domestic product in Africa. Now, experts believe entrepreneurship is key to healing the continent's deep financial wounds inflicted by the global health crisis.

REGENT BUSINESS SCHOOL has made considerable investment to create an environment to support many facets of enterprise development. The REGENT Enterprise Development Hub (REDhub) leverages the business school's iLeadLABs or national technology hubs, and the continuous improvement initiatives to its knowledge-exchange practices, to champion entrepreneurial development, with the intention of contributing to sustainable economic recovery.

REDhub seeks to provide impactful entrepreneurial and enterprise development by nurturing resilient, homegrown ecosystems and breathing life into ideas and concepts to stimulate growth from a grassroots level.

## Soft Skill Workshops:

### THE REDhub APPROACH:

REDhub is anchored in entrepreneurship and enterprise development and is a niche business support and development facility that promotes technology focused entrepreneurship and new venture creation.

#### The main components of the REDhub initiative are:

- Entrepreneurship development
- Enterprise development
- Innovation
- Access to new markets for SMMEs
- Building collaborative networks of businesses

#### The focus will be on:

- Igniting the entrepreneurial thought process and passion in individuals
- mitigating against poor business strategy, and
- retraining (upskilling and reskilling) working adults.



**Services Offered:**



Business Incubation



Provision of co-working space and makerspaces



Laboratories for product conceptualisation, prototyping and development



Advice for Startup businesses (early stage entrepreneur support)



Business Advisory desk for SMMEs



Mentoring of business owners



Facilitation of access to finance for startup businesses and existing SMMEs



Provision of accounting and tax services for SMMEs



Entrepreneurial training and development



Business education

These services are required in three stages of business development:

**1 BOOTSTRAPPING STAGE**  
**Services:**  
 • Innovation assessment  
 • Business plan preparation  
 • Innovation and Entrepreneur Training  
**Outcome:**  
 Entrepreneur mindset and knowledge

**2 SEED STAGE**  
**Services:**  
 • Mentorship and business advice  
 • Physical hosting  
 • Advanced business planning  
 • Business support  
 • Commercialisation  
 • Product prototyping  
**Outcome:**  
 Market traction in terms of number of customers

**3 GROWTH STAGE**  
**Services:**  
 • Business development  
 • Networking  
 • Shared services network  
**Outcome:**  
 Increased revenue

# UNDERGRADUATE DEGREES







# BACHELOR OF COMMERCE

## General Degree

SAQA ID: 71778

**NQF 7**

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL Bachelor of Commerce (BCom) Degree is a 3 year programme that focuses on decision making, management and technology within the business arena, and is designed to give the student a strong foundation and the essential skills required for a successful career in business management. The BCom Degree equips students with both theoretical and practical exposure, preparing them for employment in a commercial environment.

The BCom Degree will empower students with skills and competencies necessary to function in both the private and public sector environments.

This qualification will also cater for the career and economic needs of students who are in employment, and prepare students for further postgraduate study.



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

- Display the necessary knowledge, skills, attitudes and applied competence to enable the demonstration of administrative proficiency.
- Display knowledge of management in general.
- Apply skills of rational judgement and planning.
- Recognise and appreciate changes within and around organisations.
- Make appropriate use of information technology.
- Analyse and solve operational problems.
- Display skills for the recording and processing of information.
- Display ethical behaviour in a corporate management context.
- Possess the functional competences of a graduate to proceed to middle management level within an organisation.

## The minimum entrance requirement for admission to the “Bachelor of Commerce (General) Degree” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

### YEAR ONE

#### Semester Modules

- Business Communication 101
- Statistics 102

#### Annual Modules

- Business Management 1
- Economics 1
- Accounting 1

### YEAR TWO

#### Semester Modules

- Commercial Law 201
- Information Systems 202

#### Annual Modules

- Business Management 2

#### Any 2 of the following electives

- Economics 2
- Accounting 2
- Marketing 2
- Project Management 2
- Health Management 2
- Information Technology 2
- Supply Chain Management 2
- Human Resource Management 2
- Risk Management 2
- Retail Management 2
- Digital Marketing 2
- Digital Leadership 2
- Digital Supply Chain Management 2
- 4IR Skills for Business Intelligence 2

### YEAR THREE

#### Semester Modules

- International Business 302 or Taxation 302
- Entrepreneurship 301

#### Annual Modules

- Business Management 3

#### Any 2 of the following electives (Follow up from the 2nd year electives)

- Economics 3
- Accounting 3
- Marketing 3
- Project Management 3
- Health Management 3
- Information Technology 3
- Supply Chain Management 3
- Human Resource Management 3
- Risk Management 3
- Retail Management 3
- Digital Marketing 3
- Digital Leadership 3
- Digital Supply Chain Management 3
- 4IR Skills for Business Intelligence 3



# BACHELOR OF COMMERCE in Accounting

SAQA ID: 90913

**NQF 7**

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL **Bachelor of Commerce in Accounting (BCom Accounting) Degree** is a 3 year programme that focuses on equipping and developing students to be able to function in a wide range of financial and accounting tasks and to be able to function and add value in private and public sectors.

This qualification will also cater for the career and economic needs of students and prepare students for further postgraduate study.



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

- Demonstrate foundational knowledge in a range of core disciplines, including business ethics, mathematics, statistics, accounting, taxation and commercial law.
- Demonstrate forefront knowledge and expertise in information systems.
- Provide accurate financial information vital to management for decision making.
- Apply competence and skills related to general management principles of planning, organising, leading and controlling.
- Demonstrate an understanding of theories and practices pertaining to Auditing in the field of commerce and management studies

### The minimum entrance requirement for admission to the “Bachelor of Commerce Accounting Degree” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester Modules

- Business Management 101
- Business Statistics 102

#### Annual Modules

- Accounting 1
  - Economics 1
  - Commercial Law 1
- 

### YEAR TWO

#### Semester Modules

- Ethics 201
- Accounting Information Systems 202

#### Annual Modules

- Management Accounting and Finance 2
  - Auditing 2
  - Financial Accounting 2
- 

### YEAR THREE

#### Annual Modules

- Management Accounting and Finance 3
- Auditing 3
- Financial Accounting 3
- Taxation 3



# BACHELOR OF COMMERCE in Human Resource Management

SAQA ID: 98815

**NQF 7**

## PROGRAMME INTRODUCTION

Human Resource Management deals with people at work. This includes relationships among employees and relationships between an organisation and its employees. A qualification in Human Resource Management prepares the successful student to enter a wide range of careers, including Human Resource Manager, Human Resource Consultant, Industrial Relations Manager and Industrial Relations Consultant.

The curriculum aims to equip qualifying students with the knowledge and practical skills required to perform effectively in a Human Resource Management role as

well as with an appropriate knowledge base as preparation for further learning.

**The Bachelor of Commerce in Human Resource Management** is an undergraduate qualification that provides an overview of human management resource practice in a national and international context.

The programme aims to develop conceptual understanding, synthesis and application of management and human resource management theory for students wishing to progress in management careers.



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

- Apply fundamental Human Resource management principles in a work-based context.
- Manage information in a business management context.
- Display in-depth knowledge of human resource management.
- Communicate with clear rational consistency and persuasive power within the Human Resources Management profession

## The minimum entrance requirement for admission to the “Bachelor of Commerce in Human Resource Management” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

---

### YEAR ONE

#### Semester 1

- Business Management 101
- Economics
- Business Communication

#### Semester 2

- Business Management 102
  - Statistics
  - Financial Accounting
- 

### YEAR TWO

#### Semester 1

- Commercial Law
- Recruitment, Selection and Talent Management
- Performance and Compensation Management

#### Semester 2

- Human Resource Information Systems
  - Labour Relations
  - Training and Development
- 

### YEAR THREE

#### Semester 1

- Organisational Development
- Change Management
- Contemporary Human Resource Management

#### Semester 2

- Strategic Human Resource Management
- International Human Resource Management
- Organisational Psychology Management



# BACHELOR OF COMMERCE in Supply Chain Management

SAQA ID: 99071

**NQF 7**

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL **Bachelor of Commerce in Supply Chain Management** is a 3 year programme that has been designed to cater for the fast pace of business and the continued integration of world economies. It has therefore become necessary to understand the field of supply chain management as it touches on major issues such as the rapid growth of multinational corporations and strategic partnerships, global expansion and sourcing, impact of fluctuating oil prices and environmental concerns where by each of these issues dramatically affects corporate strategy and the bottom line. Because of these emerging trends, supply chain management is the most critical business discipline in the world.

Supply chain management is increasingly important to government, organisations and companies in a competitive market across a variety of sectors.

This qualification is designed to meet the industry need for purchasing, supply chain and operations managers in all sectors. It is designed to provide the student with generic management, human relationships, financial, and specific supply chain and operations knowledge and skills which can be applied in different sectors. It provides the students with skills to become competent supply chain and operations workers and managers on functional and strategic levels.



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

- Gather process and record relevant information and compile basic financial statements.
- Display knowledge of basic economic problems in different economic systems.
- Develop a fundamental knowledge base of psychological processes in the work context that contribute to the improvement of interpersonal work relationships and organisational effectiveness.
- Solve basic problems relating to the general principles of the law of contract.
- Demonstrate an understanding of the individual functional areas of business management.
- Provide knowledge, applied competence and skills related to supply chain management principles.
- Demonstrate knowledge of the field of purchasing management.
- Demonstrate knowledge of an integrated approach to the management of the supply of materials and services to organisations and insight into the impact of this.

### The minimum entrance requirements for admission to the “Bachelor of Commerce in Supply Chain Management” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester Modules

- Business Communication 101
- Business Statistics 102

#### Annual Modules

- Business Management 1
  - Economics 1
  - Accounting 1
- 

### YEAR TWO

#### Semester Modules

- Business Information Systems 202
- Commercial Law 201

#### Annual Modules

- Business Management 2
  - Supply Chain Management 2
  - Logistics Management 2
- 

### YEAR THREE

#### Semester Modules

- Ethics and Corporate Governance
- Project Management

#### Annual Modules

- Supply Chain Management 3
- Logistics Management 3
- Operations Management



# BACHELOR OF COMMERCE in Law

SAQA ID: 110687

NQF 7

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL **Bachelor of Commerce in Law** is a three year programme that will provide knowledge, specific skills and applied competence in a number of areas traditionally associated with Law that will prepare students to be employable as managers, entrepreneurs and contributors to society and the legal sector. The programme aims to empower aspirant students to develop the skills, knowledge and values needed to execute their duties effectively and contribute to improving service delivery, with the aim to develop competent leaders in the law and management field

with advanced applied fundamental and generic cross-functional technical knowledge and skills to steer sustainable development, growth and prosperity in the most appropriate direction.

The programme content is designed to provide students with graduate-level knowledge, specific skills and applied competence (including the development of graduate attributes and qualities). The envisaged programme provides opportunities for continued personal intellectual growth, gainful economic activity and for making rewarding contributions to society.



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

- Demonstrate a well-rounded and systematic knowledge of the structure of the South African legal system and the relationship between the various sub-disciplines of law that comprise our legal system.
- Identify and evaluate the basic principles and norms of the modern South African Private and Mercantile Law.
- Engage with legal texts pertaining to legislation, court precedent and academic articles to source, identify and select appropriate and relevant information to support and inform statements, recommendations and decisions related to legal and corporate financial position.
- Interpret questions of law of an advanced nature, including legal problems encountered in financial planning.
- Articulate, contextualise and communicate a legal conundrum and its likely solution in a professional and academically appropriate manner

## The minimum entrance requirement for admission to the “Bachelor of Commerce in Law Degree” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester Modules

- Fundamentals of the South African Legal System
- Business Communication

#### Annual Modules

- Business Management 1
  - Economics 1
  - Accounting 1
- 

### YEAR TWO

#### Semester 1

- Business Law
- Financial Law
- E-Commerce Law

#### Semester 2

- Information Systems
  - Business Management 201
  - Public Law
- 

### YEAR THREE

#### Semester 1

- Business Ethics
- Labour Law
- International Business Law

#### Semester 2

- Taxation
- Property Law
- Consumer Law



# BACHELOR of Public Administration

SAQA ID: 97227

NQF 7

## PROGRAMME INTRODUCTION

**The Bachelor of Public Administration (BPA) degree** is an undergraduate degree focusing on developing proficient skills in the fields of management and administration, particularly geared towards development and administration in the wider public sector, with particular focus on professionalising the administration and management of government. Public Administration is the implementation of government policy and also an academic discipline that studies this implementation and prepares civil servants for working in the public service. As a “field of inquiry with a diverse scope” its fundamental goal, is to advance management and policies so that government can function efficiently, effectively, economically and equitably.



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

- Identify public administration and development management challenges of the 21st century and contribute towards solving identified challenges.
- Promote ethical and professional standards in the work environment.
- Display objectivity in the management of public affairs.
- Understand the political, social and economic environments in which public administration and management are practised.
- Effectively and efficiently consult with all stakeholders as a member of a management team in the public sector environment.
- Evaluate public management related information.
- Communicate public management related issues.
- Consult effectively and efficiently with all stakeholders in the public sector environment.

## The minimum entrance requirement for admission to the “Bachelor of Administration Degree” are as follows:

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester 1

- Public Administration 101
- Local Government 101
- Microeconomics
- Information and Communication Technology

#### Semester 2

- Public Administration 102
  - Local Government 102
  - Macroeconomics
  - Public Sector Accounting 102
- 

### YEAR TWO

#### Semester 1

- Public Administration 201
- Local Government 202
- Ethics in the Public Sector
- Public Law

#### Semester 2

- Public Administration 202
  - Local Government 202
  - Public Sector Supply Chain Management
  - Labour Law
- 

### YEAR THREE

#### Semester 1

- Public Administration 301
- Local Government 301
- Research in the Public Sector
- Public Sector Budgeting

#### Semester 2

- Public Administration 302
- Local Government 302
- Disaster Management
- Political Science



# BACHELOR OF COMMERCE in Retail Management

SAQA ID: 105708

**NQF 7**

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL **Bachelor of Commerce in Retail Management** is an undergraduate qualification that provides an overview of retail management practice in a national and international context.

The programme aims to develop conceptual understanding, synthesis and application of management and management theory for students wishing to progress in management careers. The purpose of this programme is to introduce students to the main functions and management of a retail business

and the key issues associated with understanding retail trading and retail environments.

The curriculum aims to equip qualifying students with the knowledge and practical skills required to perform effectively in a Retail Management role as well as with an appropriate knowledge base as preparation for further learning. The qualification is directed towards persons occupying or intending to occupy junior and middle management positions in private and business sector organisations and who are also aspiring towards senior management positions.



It is directed at both, school leavers and working adults to enable them to develop and improve their management skills. Such learners would not have had previous exposure to the theoretical underpinnings of management and management theory.

### **On completion of the programme a student will be able to:**

- Display knowledge of retail management in general
- Apply skills of rational judgement, planning, and independent decision-making
- Interpret and evaluate evidence objectively
- Recognise and respond to change within the retail sector
- Make appropriate use of information technology
- Critically analyse and solve retail management problems
- Display ethical behaviour in a retail management context
- Apply research and communication skills for effective retail management

### **The minimum entrance requirement for admission to the “Bachelor of Commerce in Retail Management Degree” are as follows:**

- A National Senior Certificate with a Bachelor’s Degree endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **YEAR ONE**

#### **Semester Modules**

- Business Communication
- Retail Management in Context

#### **Annual Modules**

- Business Management 1
  - Economics 1
  - Accounting 1
- 

### **YEAR TWO**

#### **Semester 1**

- Business Ethics in Retail
- Business and Consumer Law
- Operations Management

#### **Semester 2**

- Strategic Retail Marketing 202
  - Supply Chain Management
  - Retail Risk Management 202
- 

### **YEAR THREE**

#### **Semester 1**

- Procurement Management
- Sales Marketing
- Retail Risk Management 301

#### **Semester 2**

- Customer Relationship Marketing
- Financial Management
- Strategic Retail Marketing 302

# UNDERGRADUATE DIPLOMAS







# ADVANCED DIPLOMA in Financial Management

SAQA ID: 109030

**NQF 7**

## PROGRAMME INTRODUCTION

### **The Advanced Diploma in Financial Management**

is a 1 year programme that provides a sound basis in the principles and practice of financial management. The programme is directed at persons employed in organisations who have a diploma qualification in financial management and who aspire to increase their knowledge, skills and competencies in the procurement, allocation and control of the financial resources of an organisation.

The qualification will improve the skills of learners in the labour market by enabling them to apply integrated knowledge and advanced conceptual thinking skills to solve problems in financial management.



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

- Contribute to investment decisions including capital budgeting and working capital decisions
- Contribute to financial decisions relating to the raising of finance for businesses
- Contribute to financial decisions relating to net profit distribution
- Display knowledge and skills in the application of management accounting techniques
- Demonstrate numeracy and quantitative skills
- Identify and evaluate ethical responsibilities and issues
- Understand investment and risk management tools
- Display an understanding of risk and its applicability
- Display an ability to understand, speak and write the language of financial management

## The minimum entrance requirement for admission to the “Advanced Diploma in Financial Management (ADIFM)” programme are as follows:

- A Diploma in Financial Management (NQF 6) or equivalent qualification

## Programme Structure

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### Semester 1:

- Essentials of Financial Management
- Short-term Financial Management
- Long-term Financial Management

### Semester 2:

- Risk and Risk Management
- Advanced Managerial Accounting
- Business Ethics and Corporate Governance



# DIPLOMA in Financial Management

SAQA ID: 97561

NQF 6

## PROGRAMME INTRODUCTION

The purpose of the qualification is to provide students with specific skills and applied competence in a number of fields in Financial Management and Accounting. This will provide opportunities for continued personal intellectual growth, enhanced marketability and enhanced employability whilst opening up new access routes to additional education and training opportunities.

**The Diploma in Financial Management (DIFM)** will provide access to higher education to persons wanting to make careers in the field of commerce. The purpose of the qualification is to respond to the needs of the community, industry, private sector and financial sector in the provision of a qualification in financial management.



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

- Obtain and assimilate knowledge appropriate to the practice of financial management in any organisation.
- Prepare financial statements of entities, including groups of companies, using relevant financial information, accounting techniques and standards; and to analyse and interpret such financial statements.
- Understand the general legal framework, and apply specific legal principles relating to business, including taxation legislation as applicable to individuals, single companies and groups of companies.
- Describe the organisational context of the financial manager and of the development of financial systems; to understand the need for the efficient use of resources within an organisation.
- Communicate business and general management information to relevant stakeholders effectively using both oral and verbal communication.

### The minimum entrance requirement for admission to the “Diploma in Financial Management (DIFM)” programme are as follows:

- A National Senior Certificate with a Diploma endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester Modules

- Business Communication 101
- Mathematics of Finance 101

#### Annual Modules

- Financial Management 1
  - Financial Accounting 1
  - Economics 1
- 

### YEAR TWO

#### Semester Modules

- Business Management 201
- Introduction to Taxation 201

#### Annual Modules

- Financial Management 2
  - Business Information Systems 2
  - Managerial Accounting 2
- 

### YEAR THREE

#### Semester Modules

- Ethics and Corporate Governance 301
- Public Sector Finance 301

#### Annual Modules

- Financial Management 3
- Taxation 3
- Commercial Law 3



# DIPLOMA in Public Relations Management

SAQA ID: 112246

NQF 6

## PROGRAMME INTRODUCTION

The REGENT BUSINESS SCHOOL **Diploma in Public Relations Management** is a three-year programme that will provide knowledge, specific skills and applied competence in several areas traditionally associated with public relations. The purpose of the Diploma in Public Relations Management seeks to provide students with avenue that will result in employment across various fields such as public relations, business communication, marketing and digital marketing. The Diploma in Public Relations Management will enable students to explore key areas, techniques, theoretical foundations and best practices in the fields such as: public relations management, communication, media, marketing and management principles, business ethics, laws and legislation that are associated with managing public relations.



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

- Demonstrate a sound knowledge of the nature, characteristics, practices and functions of public relations.
- Apply the techniques of public relations and evaluate its impact on business.
- Examine contemporary issues and challenges in public relations management.
- Critically explain the value of communication in public relations.
- Understand and apply the various forms of communication strategies.
- Provide an assessment of the current trends of new marketing landscapes and examine various forms of media.
- Analyse and respond appropriately to the marketing environment.
- Acknowledge the significance of social media platforms and create a social media toolkit.
- Apply the various management principles and processes in conjunction with public relations within a business environment
- Comprehend the background and strategies of printing and publishing within the public relations management realm.
- Enforce relevant frameworks for marketing ethics.
- Demonstrate a sound understanding of, and apply the various approaches to corporate social responsibility.
- Enforce and uphold basic laws and principles governing public relations.

### The minimum entrance requirement for admission to the “Diploma In Public Relations” programme are as follows:

- A national Senior Certificate with a Diploma endorsement or any other NQF 4 qualification or equivalent.

## Programme Structure

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### YEAR ONE

#### Semester Modules

- Management Principles 101
- Media Writing and Environment 101

#### Annual Modules

- Public Relations 1
  - Communication Studies 1
  - Marketing and Media 1
- 

### YEAR TWO

#### Semester Modules

- Business Ethics
- Media Law

#### Annual Modules

- Public Relations 2
  - Communication Studies 2
  - Marketing and Media 2
- 

### YEAR THREE

#### Semester Modules

- Digital Marketing
- Public Relations in Corporate Environment

#### Annual Modules

- Public Relations 3
- Communication Studies 3
- Marketing and Media 3

# HIGHER CERTIFICATES

education



h for employability





# HIGHER CERTIFICATE in Supply Chain Management

SAQA ID: 10219

NQF 5

## PROGRAMME INTRODUCTION

The **Higher Certificate in Supply Chain Management** will provide a sound basis in the principles and practice of supply chain management. The programme is directed at persons employed in organisations who have practical knowledge of aspects of supply chain management and who may not have had the opportunity to pursue higher education qualifications. The qualification may also be accessed by school leavers who intend pursuing careers in the sub-disciplinary areas of supply chain management. Supply chain management seeks to integrate the value chain of organisations (all suppliers and customers) and processes that contribute to ultimate customer value.



Supply chain management is a systems approach to managing the entire flow of information, materials and services from the suppliers' supplier to the customers' customer.

### **On completion of the programme a student will be able to:**

- Demonstrate knowledge and understanding of the supply chain management environment within an organisation.
- Demonstrate knowledge and understanding of the influence of performance and risk within a supply chain management environment.
- Contribute to the development of a supply chain strategy for an organisation.
- Contribute to operational plans for supply chain management.
- Implement elements of a supply chain strategy.

### **The minimum entrance requirement for admission to the "Higher Certificate in Supply Chain Management" programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Overview of Supply Chain Management
- Management Principles
- Principles of Economics

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### **SEMESTER TWO**

- Supply Issues in Supply Chain Management
- Operations Issues in Supply Chain Management
- Distribution Issues in Supply Chain Management



# HIGHER CERTIFICATE in Healthcare Services Management

SAQA ID: 79315

NQF 5

## PROGRAMME INTRODUCTION

The **Higher Certificate in Healthcare Services Management (HCHSM)** is a 1 year programme intended for healthcare practitioners and related professionals such as medical practitioners, nurses, physiotherapists and optometrists, as well as non-medical persons interested in pursuing management careers in healthcare services in the private and public sector. The programme serves a dual purpose, firstly, school leavers will be empowered with initial management training and secondly professionals in healthcare, who occupy managerial positions but have no formal management training will acquire managerial training and competencies.

This qualification will develop management skills and competencies in persons involved in or wanting to make a career in the management of healthcare services.



Healthcare services management is a field where there has been a historically severe shortage of management skills. This has been aggravated by the so-called brain drain.

### **On completion of the programme a student will be able to:**

- Understand and work in the healthcare services environment.
- Use economic principles to understand, explain and discuss the allocation of resources in healthcare services.
- Apply management principles (general, financial and human resources) in the healthcare services management.
- Contribute to the management of a healthcare service practice.
- Understand, monitor, review and implement quality improvement in this industry.
- Understand planning and policy making, monitoring, review and implementation in the healthcare services sector.

### **The minimum entrance requirement for admission to the “Higher Certificate in Healthcare Services Management” programme are as follows:**

- A National Senior Certificate with a minimum Higher Certificate endorsement admissions or a relevant NQF 4 qualification or equivalent

## **Programme Structure**

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### **SEMESTER ONE**

- Practice Management
- Service Delivery and Quality Management
- Healthcare Services Planning and Policy

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### **SEMESTER TWO**

- Principles of Management
- Healthcare Services Environment
- Health Economics



# HIGHER CERTIFICATE in Business Management

SAQA ID: 96779

NQF 5

## PROGRAMME INTRODUCTION

The **Higher Certificate in Business Management (HCIBM)** is a 1 year programme that provides an overview of the essentials of business management theory and practice. It is designed to provide a convenient and appropriate avenue into business management studies for those individuals whose objective is to gain employment and successfully climb the corporate ladder.

This programme is an excellent way for students to broaden their understanding of the intrinsic functions of business management such as finance, communications and marketing.

The course develops skills necessary to enhance productivity, effectiveness and better performance in the business environment.



**On completion of the programme  
a student will be able to:**

- Apply basic management principles in a business context.
- Analyse and use financial information for decision making.
- Utilise financial management tools for effective acquisition and use of organisational resources.
- Utilise Information and Communications Technology to communicate effectively for business success.
- Identify the critical success factors for starting and managing a small business.
- Cite the key characteristics of entrepreneurs and their role in small business development.
- Design and implement marketing strategies to leverage business opportunities.

**The minimum entrance requirement for admission to the  
“Higher Certificate in Business Management” programme  
are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## Programme Structure

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### SEMESTER ONE

- Business Communication
- Business Management
- Business Information systems

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### SEMESTER TWO

- Entrepreneurship and Small Business Management
- Financial Management
- Marketing Management



# HIGHER CERTIFICATE in Accounting

SAQA ID: 73493

NQF 5

## PROGRAMME INTRODUCTION

REGENT BUSINESS SCHOOL's **Higher Certificate in Accounting (HCIA)** programme is a 1 year programme that prepares students to analyse and accurately communicate the financial impact of economic events of an enterprise.

Accounting skills are becoming increasingly valued by business leaders and investors, who recognise the need for qualified and well-trained accounting support staff.

The Higher Certificate in Accounting is designed to provide students with a broad and thorough understanding of accounting principles and financial reporting practices, to keep students abreast of innovation in the field, to enhance proficiency in accounting related functions such as financial analysis and data interpretation.



### **On completion of the programme a student will be able to:**

- Apply financial management and accounting principles in a work-based context.
- Utilise technology to communicate effectively.
- Analyse and use financial information for business decision making.
- Operate as informed junior accountants and managers.

### **The minimum entrance requirement for admission to the “Higher Certificate in Accounting” programme are as follows:**

- A National Senior Certificate with a minimum Higher Certificate endorsement admissions or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Business Information Systems
- Commercial Law
- Financial Accounting

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### **SEMESTER TWO**

- Business Management
- Financial Management
- Economics



# HIGHER CERTIFICATE in Entrepreneurship

SAQA ID: 96797

NQF 5

## PROGRAMME INTRODUCTION

Entrepreneurship is regarded as the cornerstone of economic growth in today's business environment. In this highly competitive and complex arena, success takes more than passion alone. REGENT BUSINESS SCHOOL's **Higher Certificate in Entrepreneurship (HCIE)** is a 1 year programme that provides students with the necessary skills and knowledge to establish a new business and market a small business. It also provides a solid grounding in managing the finances of a small business and improving competency levels in accounting practices. In addition, the

fundamentals of Business Communication and Management Principles will train entrepreneurs to be effective in their with the analytical business tools and increased knowledge to develop and maintain a business.

The Higher Certificate in Entrepreneurship has been developed in response to the growing need to provide students with the necessary skills; or to further enhance their existing skills in establishing their own businesses thereby assisting in improving the economic landscape in Southern Africa.



This programme will provide students with the opportunity to assume the responsibility, risk and rewards of starting and operating their own business. The Higher Certificate in Entrepreneurship offers students the opportunity to improve their business management skill set.

### **On completion of the programme a student will be able to:**

- Develop the characteristics of successful entrepreneurs.
- Build the necessary skills which will serve as a foundation for all further business learning.
- Utilise numerical and statistical knowledge in facilitating the ability to manage a small business.
- Use and understand conventional accounting processes for small businesses.
- Undertake appropriate managerial decisions on the basis of understanding of accounting and financial processes.
- Display knowledge of selected day-to-day management functions of a business enterprise.
- Demonstrate knowledge with regard to the human resource and labour relations functions of a small or medium business organisation.
- Demonstrate an understanding of the environment in which businesses are situated.
- Demonstrate knowledge of the legal context of businesses.

### **The minimum entrance requirement for admission to the “Higher Certificate in Entrepreneurship” programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Entrepreneurship
- Small Business Marketing
- Strategic Small Business Management

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### **SEMESTER TWO**

- Business Communication
- Small Business Finance and Accounting
- Management Principles



# HIGHER CERTIFICATE In Management For Estate Agents

SAQA ID: 73493

NQF 5

## PROGRAMME INTRODUCTION

The **Higher Certificate in Management for Estate Agents (HCMEA)** is a 1 year programme that provides an overview of the application of management theory to the Real Estate sector. The programme is designed to provide persons in the Real Estate sector with a convenient and appropriate avenue to management studies and to become familiar with regulations that require estate agents to be formally qualified. The programme will broaden students understanding of essential functions of estate agency management such as business management, corporate governance, business ethics, finance and marketing.



The programme develops the student's skills necessary to enhance productivity, effectiveness and performance while building and improving sound business practices in the real estate sector.

### **On completion of the programme a student will be able to:**

- Apply management principles in context of management in real estate.
- Analyse and use financial information for business decision making in real estate.
- Utilise financial management tools for effective acquisition and use of organisational resources in the real estate sector.
- Utilise Information and Communications Technology to communicate effectively in the real estate sector.
- Identify the critical success factors for starting and managing a real estate agency.
- Design and implement marketing strategies to leverage business opportunities in relation to the property market.
- Discuss and review the different legislative practices involved in the real estate sector management functions of a business enterprise.

### **The minimum entrance requirement for admission to the "Higher Certificate In Management For Estate Agents" programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Financial Management
- Business Law
- Real Estate Practice

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### **SEMESTER TWO**

- Management
- Marketing Management
- Business Information Systems



# HIGHER CERTIFICATE in Islamic Finance, Banking and Law

SAQA ID: 96797

**NQF 5**

## PROGRAMME INTRODUCTION

The **Higher Certificate in Islamic Finance, Banking and Law (HCIFBL)** is a one year programme that aims to equip students with knowledge on a wide spectrum of Islamic Finance, Banking and relevant legal issues in order to create an improved understanding of the practicality of Islamic Finance, Banking and Law in a secular state. Reference will be made to South African Law as comparison to Islamic Law. It will thus be an enriching experience to both those with and without Islamic Law (Shari'ah) knowledge and to both Muslim and non-Muslim students.

The course is aimed mainly at students and professionals

who are seeking to have more than a basic understanding of the concepts and operating principles that apply to Islamic banking in comparison to conventional banking. Applying Islamic banking principles in a non-Islamic environment poses serious challenges for Islamic banks and the course looks at the steps that the South African government has taken to facilitate Islamic Banking in South Africa.

The course provides an overview of Islamic insurance (Takaful) and Islamic bonds (Sukuks) and compares them to conventional insurance and bonds. The course also examines Islamic Risk Management and Governance and



the unique role of the Shari'ah Board in the responsible supervision of Islamic banks.

The elements of accounting within a Shari'ah-compliant economic framework is also considered. The course is designed for persons aiming to pursue a career in Islamic Banking and Finance and for those in the industry aspiring for career progression.

The course will also benefit those who wish to learn the fundamentals of Islamic Law generally and Islamic Banking and Finance in particular.

### **On completion of the programme a student will be able to:**

- Display knowledge and skills that form the basis of Islamic Banking and Finance.
- Identify the essential differences between conventional and Islamic Banking and Finance.
- Understand the difficulty of conducting Islamic Banking in an un-Islamic environment.
- Examine the unique role of the Shari'ah Board in the responsible supervision of Islamic banks.
- Explain the concept of conventional insurance and the basis of takaful as an insurance scheme along with its operating features.
- Identify, decipher and explain the essential elements of contracts in Islam.
- Examine the elements of accounting within a Shari'ah-compliant economic framework.
- Explain and discuss issues in relation to marriage, divorce and succession in terms of Islamic Law. as compared to South African Law

### **The minimum entrance requirement for admission to the "Higher Certificate in Islamic Finance, Banking and Law" programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Introduction to the Principles of Islamic Law
- Islamic Finance
- Islamic Contracts and Charitable Endowments (Waqf)

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### **SEMESTER TWO**

- Islamic Banking
- Islamic Risk Management and Governance
- Islamic Family Law



# HIGHER CERTIFICATE in Marketing Management

SAQA ID: 97586

**NQF 5**

## PROGRAMME INTRODUCTION

The purpose of this qualification is to provide students with the basic introductory knowledge, cognitive and conceptual tools and practical techniques applicable to the field of Marketing Management. Emphasis is placed on the general areas and principles that guide and form the foundation of marketing practice. Coupled with the principles, techniques, methods and strategies employed in the organisation, the learner will be able to build fundamental competence in the marketing field.

This qualification will signify that the student has attained a basic level of knowledge and competence in the field of marketing.



The specific marketing knowledge is underpinned by and combined with the fundamental knowledge found in the field of business management. This knowledge strengthens the student's ability to work confidently within an organisational context.

### **On completion of the programme a student will be able to:**

- Utilise technology to communicate and market effectively.
- Evaluate, apply and integrate marketing knowledge and skills and general business principles to real life situations taking into account societal, ethical and cultural considerations.
- Gather and manage marketing information appropriately in alignment to business objectives and sustainability of the business.
- Understand and analyse contemporary marketing information and evaluate the potential future outcomes of marketing management decisions.
- Applied fundamental marketing principles in a work base context.

### **The minimum entrance requirement for admission to the "Higher Certificate in Marketing Management" programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Business Communication
- Principles of Marketing
- Business Information Systems

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### **SEMESTER TWO**

- Sales Marketing
- Financial Management
- Customer Relationship Marketing



# HIGHER CERTIFICATE in Retail Management

SAQA ID: 97581

NQF 5

## PROGRAMME INTRODUCTION

South Africa has a well-developed and extensive wholesale and retail industry. The **Higher Certificate in Retail Management (HCRM)** programme is designed to meet the needs of students who are employed and involved in the wholesale and retail field. The qualification may also be accessed by school leavers who intend on pursuing careers in the retail sector.

The purpose of a qualification in retail management is to introduce a student to the main functions and management of a retail business and the key issues associated with understanding retail trading and retail environments.



### **On completion of the programme a student will be able to:**

- Communicate effectively with a range of stakeholders using a variety of communication tools.
- Analyse and interpret financial information and develop an action plan to address possible shortcomings.
- Manage employee performance to achieve specific objectives in a retail environment.
- Understand various aspects of the retail supply chain to achieve specific objectives in a retail environment.
- Analyse information relating to the economics of business and develop an action plan to address possible shortcomings.

### **The minimum entrance requirement for admission to the “Higher Certificate in Retail Management” programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Business Management
- Business Information Systems
- Accounting

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### **SEMESTER TWO**

- Economics
- Business and Consumer Law
- Retail Management



# HIGHER CERTIFICATE in Human Resource Management

SAQA ID: 97231

NQF 5

## PROGRAMME INTRODUCTION

The **Higher Certificate in Human Resource Management** has been developed to facilitate the learning of the knowledge and skills required in supporting human resource management practices. For economies to continue to grow and to remain globally competitive, it is crucial to increase the supply of competent people with average and middle order capabilities in such sectors in Human Resource Management.

The mission of the qualification is to ensure that students are equipped with knowledge, theory and ability of the important disciplines in Human Resource Management, and enable them to demonstrate initiative and responsibility in a professional or academic context in this field. The Higher Certificate in Human Resource Management is a response to the workplace, and stepping stone for one to familiarise themselves with the fundamentals of Human Resource Management.



### **On completion of the programme a student will be able to:**

- Define the sphere of human resource management.
- Plan, manage and coordinate human resource requirements for an organisation.
- Apply human resource principles when selecting and recruiting employees.
- Communicate effectively to ensure development of employees and ensure maintenance of good working relationships.
- Analyse the legislative requirements and the business policies and procedures in the human resources management activities.
- Assess problems with employees and take appropriate actions.
- Articulate the operations service and performance levels required in the organisation.

### **The minimum entrance requirement for admission to the “Higher Certificate in Human Resource Management” programme are as follows:**

- A National Senior Certificate with a Higher Certificate endorsement admission or a relevant NQF 4 qualification or equivalent.

## **Programme Structure**

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### **SEMESTER ONE**

- Human Resource Planning
- Human Resource Management in Context and Organisational Behaviour
- Attracting, Maintaining and Retaining Staff

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### **SEMESTER TWO**

- Employee Health Safety and Welfare
- Employee Training and Development
- Labour Relations



## RBS ADMISSION REQUIREMENTS



### HIGHER CERTIFICATE PROGRAMMES

- A National Senior Certificate with a Higher Certificate endorsement admission or an equivalent NQF 4 Qualification.



### DIPLOMA PROGRAMMES

- A National Senior Certificate with a Diploma endorsement admission or an equivalent NQF 4 Qualification.



### DEGREE PROGRAMMES

- A National Senior Certificate with a Bachelor's Degree endorsement admission or an equivalent NQF 4 Qualification.
- A National Senior Certificate or the National Certificate (Vocational) with appropriate subject combinations and levels of achievement, as defined in the Minister's policies: Minimum Admission Requirements for Higher Certificate, Diploma and Bachelor's Degree Programmes Requiring a National Senior Certificate, Government Gazette, Vol 751, No 32131 of 11 July 2008, and Minimum Admission Requirements for Higher Certificate, Diploma and Bachelor's Degree Programmes requiring a National Certificate (Vocational), published in the Government Gazette, Vol. 533, No. 32743, November 2009. Alternatively, a Higher Certificate or an Advanced Certificate or Diploma in a cognate field may satisfy the minimum admission requirements.



Applicants who do not meet the minimum requirements for admission to the respective undergraduate programme, but have appropriate work experience, may apply for Recognition of Prior Learning (RPL) as a form of alternative admission to the programme. Admissions via the RPL route are based on candidate's prior studies, age, work and management experience.

All admissions are subject to the approval of the RBS Selection Committee.

## HOW TO APPLY?

### APPLICANTS ARE REQUIRED TO SUBMIT THE FOLLOWING:

- Completed REGENT Business School Registration and/or Application documents
- Certified copy of National Senior Certificate/School leaving certificate/requisite qualification/s
- Certified copy of Identity document
- Curriculum Vitae and Portfolio of Evidence (where applicable)

### APPLICATIONS SHOULD BE SUBMITTED TO:

#### **DURBAN: THE REGISTRAR**

P.O. Box 10686, Marine Parade, 4056  
35 Samora Machel Street Durban, South Africa  
or e-mail: [study@regent.ac.za](mailto:study@regent.ac.za)

OR

#### **LEARNING CENTRES**

Across Southern Africa  
Refer to back cover for details.

## 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

Podium Level, Block D, The Boulevard Office Park  
40 Searle St, Woodstock, Cape Town  
Tel: +27 21 422 2567 / Email: [capetown@regent.ac.za](mailto:capetown@regent.ac.za)

### MANZINI - ESWATINI

Plot 132, Mbhabha 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)



**REGENT**  
BUSINESS SCHOOL

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