

Management Development Programme (MDP)

Programme Modules

Module 1: Operations and supply chain management

This component of the programme deals with operational systems and enables students to understand and manage some of the major opportunities and challenges in this field.

- The value chain concept
- Delivery processes for products and services
- Total quality management and business re-engineering

Module 2: Marketing and information management

The module provides a broad picture of the basics of marketing and information management that will enable students to apply important marketing principles in actual marketing management practice.

- Marketing and the marketing management process
- Analyse marketing opportunities
- Develop marketing strategies and marketing mixes
- Global marketing
- Social responsibility and marketing ethics

Module 3: Mobilising people

Students will be equipped with the ability to attract, employ, develop, utilise and retain employees that are fit for purpose in the context of adding value to organisations as they strive towards being competitive in a volatile and rapidly transforming environment.

- Manage the human resources of organisations in the South African context
- Establish employment relations and equity
- Labour relations dynamics



Module 4: Strategy implementation

Students develop an ability to direct the development, implementation and maintenance of planning and control systems as well as management information systems to satisfy specified information needs. Key areas are:

- Systems thinking and decision making
- Organisational structures
- Management structures and management roles
- Tactical planning
- Tactical and operational control
- Implementation of strategic projects and decision-making
- Integrated management systems

Module 5: Financial and management accounting

Students will be introduced to the legal and regulatory environment of business and will evaluate financial accounting and control systems. Financial analysis and management accounting concepts and techniques will equip students to add value to their organisation's decision-making process.

- Essentials of financial accounting and control systems
- Financial analysis and working capital management
- Cost-volume-profit analysis and management accounting techniques
- Costing systems that facilitate planning and control decisions

Module 6: Economics for business

This will help students to understand the external and internal environment of business.

- The method and scope of economics
- Formulate a demand and supply curve
- Construct a macro-economic model
- Develop an articulated view about the forces of economic growth, employment, inflation and external stability relevant costs for decision-making and capital investment planning



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