

SHORT & CERTIFICATE COURSES

**WITS PLUS**

# BUSINESS MANAGEMENT ESSENTIALS

Join Wits Plus and study toward a certificate course in *Business Management Essentials*.

The programme is offered at the University of the Witwatersrand, Braamfontein Campus West, under the guidance of highly qualified specialist lecturers.

## WHO WILL BENEFIT FROM THIS COURSE?

This course will benefit people with ideas and the objective of starting their own businesses, people in smaller companies or anyone who has a small business or who would like to establish a small business at some point in the future. It will also benefit individuals, company employees and small business owners who wish to deepen their theoretical and applied knowledge in small enterprise management.

*The course is limited to 35 participants, and a minimum registration of 10 participants is needed to offer the course.*

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W [www.wits.ac.za/part-time](http://www.wits.ac.za/part-time)

## OBJECTIVES OF THE COURSE

This course aims to provide participants with an insight into the entrepreneurial nature of South African small businesses as well as a solid grounding in the development and management of human capital and resources, marketing and the management of finances.

The course will focus on the issues and challenges facing small business owners in South Africa and aims to improve performance, deepen knowledge and provide useful analytical business tools. The necessary theory will be supported by practical and applied examples and case studies.

## PROJECTED OUTCOMES

- An understanding of the entrepreneurial nature of small business and the challenges facing small business owners in South Africa.
- The acquisition of useful business tools of analysis.
- An understanding of the development and management of human capital resources in a small business.
- An understanding of the management of finances of small business.

## STRUCTURE AND TIMETABLE

This course comprises 13 teaching sessions (26 contact hours of teaching) together with a commitment of 52 hours of self-study. Lectures (2 hours each) are held weekly and takes place over a 13-week term.

## COURSE CONTENT

- Understanding the entrepreneurial nature of small businesses
- The small business owner as entrepreneur
- Ethics and the small business
- Understanding the small business alternative
- Business planning and the small business
- Marketing challenges for the small business

- Financial management for the small business
- Managing Human Resources in the small business
- Legal issues confronting the small business
- Managing risk in the small business
- Winning strategies for small business growth

## METHOD OF ASSESSMENT

Tests, assignment and a three hour examination.

## COMMENCEMENT DATE

**Semester 1: February:**

Thursdays 17:30 – 19:30

**Semester 2: July:**

Thursdays 17:30 – 19:30

## ENTRY REQUIREMENTS

Participants should hold a matriculation certificate, be fluent in English and have three to five years' working experience. However, each application is considered individually.

## FEES

R10 070, which includes the prescribed textbook.

## METHOD OF PAYMENT

The fees for all courses are the responsibility of the individual attending the course. All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring your original proof of payment to Registration day, dates provided on your acceptance letter.

## CANCELLATION OF A COURSE

Wits Plus courses offered over one semester:

- Cancellation before commencement of lectures will result in an administration fee of 15% of the total course fee regardless of the reason.
- Cancellation after commencement of lectures will result in liability for the full amount of the course fees regardless of the reason.

## VISITORS ACCESS

All short course participants are issued with a Visitors Access Card at a cost of ± R140. Parking disc fees also apply: arrangements need to be made with the parking office. You may park in student parking on Braamfontein Campus West.

## WHO IS THE LECTURER?

This course will be taught by a subject matter expert.

## APPLICATIONS

Applications should be accompanied by a brief CV (3 pages maximum); matric certificate, university academic/tertiary level study record if applicable.

Note: Wits Plus, University of the Witwatersrand, reserves the right to withdraw a course from its programme should registrations not reach viable numbers. In this event a full refund will be made. Refund requests will take a minimum of 30 working days to be processed after all documentation has been received.