

**DEPARTMENT OF BUSINESS MANAGEMENT**

<b>CODE</b>	<b>MODULE NAME</b>	<b>MODULE DESCRIPTION</b>
<b>CBMG101</b>	<b>Bus Management 1a</b>	Analysing the business Environment, Starting a business, Selecting a form of ownership. Managing a business, Elements of Management, Task of Managers, Leadership, Motivation, Communication, Financial management, Purchasing Management.
<b>CBMG102</b>	<b>Bus Management 1b</b>	Marketing. Product policy, Distribution, Pricing, Communication, Human resources, Production management.
<b>CBMG201</b>	<b>Business management 2a</b>	What is marketing, Marketing concept, Marketing Environment, Consumer behaviour, Market segmentation, Marketing planning, Marketing information, Marketing research. Product planning, Brands, Pricing, Price strategies, Promotion, Personal selling, Advertising, Distribution channels.
<b>CBMG202</b>	<b>Business management 2b</b>	Overview of corporate finance, Financial Statements, Long term financial planning, Time value of money, Valuation of cash flows, Capital budgeting, Risk and Return. Long term financing, Cost of capital, Financial leverage, Capital structure, Dividends, Short term finance, Cash and liquidity, Credit and inventory management.
<b>CBMG203</b>	<b>Business management 2c</b>	An overview of Banks, their services, organization and structures. Bank Instruments, mainly cheques and bank customers.
<b>CBMG204</b>	<b>Business Management 2d</b>	Bank lending and the risks faced by banks, legislation and banking supervision. Bank Lending to Consumers. Bank Mergers and Acquisitions Expansion of Services.
<b>CBMG301</b>	<b>Business Management 3a</b>	Introduction, Evolution of management, Changing environment, Goal formulation, Planning, Strategic planning, Decision making, Information management.
<b>CBMG302</b>	<b>Business Management 3b</b>	What is entrepreneurship, Advantages, Entrepreneurial profile, Process, Feasibility studies, Importance of SMME's, SMME failures, Informal sector.

<b>CBMG303</b>	<b>Business Management 3c</b>	Organisational design, Authority and power, Organisational culture, Leadership, Motivation, Communication, Groups and teams, Control.
<b>CBMG304</b>	<b>Business Management 3d</b>	Location, a New Venture, Layout, Business plan, Financial plan, Purchasing plan, Administrative plan, Marketing plan, Production plan, Legal forms, Contracts.
<b>CBMG305</b>	<b>Business Management 3e</b>	Off-balance Sheet Financing in Banking and Credit Derivatives. Managing the Bank's Investment Portfolio and
<b>CBMG306</b>	<b>Business Management 3f</b>	Management of a Bank's Equity Capital Position. Rose Chapter 15 and Bank Lending to Business Firms Rose Chapters 16 – 18. Bank Lending to Consumers Rose Chapters 19 and 20. Bank Mergers and Acquisitions Rose Chapter 22. Expansion of Services Rose Chapter 21.
<b>CBMG307</b>	<b>Business Management 3g</b>	Liquidity Position. Rose Chapters 9 – 11. Managing Bank Sources of Funds. Rose Chapters 12 – 14.
<b>CBMG308</b>	<b>Business Management 3h</b>	Exchange Control and Foreign Trade. Asset-Liability Management Techniques and Hedging against Interest Rate and Credit Risk.
<b>CINS201</b>	<b>Insurance 2a</b>	Introduction, How it works, and basic principles, Role Principles, Contracts, Elements of, Characteristics Documentation, Proposal forms, and practice, Claim forms, Claims procedures, Cover notes, Cancellation and renewals, Policy documents.
<b>CINS202</b>	<b>Insurance 2b</b>	Concept of risk, Forms of risk, Risk handling, Nature of risk management, Organisational risk, Personal risk, Buying life insurance. Motor, Pecuniary, Business interruption, Marine & aviation, Fire & property, Theft, Goods in transit, Liability.
<b>CINS301</b>	<b>Insurance 3a</b>	Importance of, life insurance Life insurance features, Types of contracts
<b>CINS302</b>	<b>Insurance 3b</b>	Participating policies, Tax implications. Lloyds reinsurance – a model of success and the creation of the " name " concept.