



SYLLABUS

MANAGEMENT 2

PURPOSE

1. To provide a summary of the different management functions in an organisation.
2. To provide an introduction to management information.
3. To provide an introduction to business ethics and management's social responsibility.
4. To lay the foundations for Management 3 studies.
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TEXTBOOKS

1. Introduction to Business Management, by GJ de J Cronje and others (Latest edition): Oxford.
2. Management, by Stoner and Freeman: Prentice-Hall (Latest Edition).
3. Management, by SP Robbins: Prentice-Hall (Latest Edition).
3. Management, by R Griffin: Houghton Mifflin (Latest Edition).

SYLLABUS

SECTION ONE – MANAGEMENT FUNCTIONS IN AN ORGANISATION

1. **Marketing Management** (Weighting 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the marketing process and the integrated marketing strategy in an organisation:

- 1.1 The marketing concept
- 1.2 The marketing process
- 1.3 Market segmentation
- 1.4 The definition, purpose and scope of the marketing function
 - Managerial tasks in marketing
 - Marketing research
- 1.5 Marketing strategies
- 1.6 Product life cycles
- 1.7 Competition

2. **Operations Management** (Weighting 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the operations management function in an organisation:

- 1.1 The nature and definition of operations management
- 1.2 An operations management transformation model
- 1.3 Operations management strategies and objectives

- 1.4 The strategic role of operations in the enterprise is included in the above three sections.
- 1.5 The objectives of operations management are included in the above sections.
- 1.6 Operations strategy is included in the sections.
- 1.7 The classification of operations systems

3. **Purchasing Management** (Weighting 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples. The following aspects of the purchasing function and activities in an organisation:

- 3.1 Definition and purpose
- 3.2 The purchasing function in the contemporary business environment
- 3.3 The importance of the purchasing function for the enterprise
- 3.4 The characteristics of an efficient purchasing organisation structure..
- 1.1 The internal organisation of the purchasing function.
- 1.2 Purchasing control
- 1.3 Determine quality as a purchasing activity
- 1.4 Determine purchasing quantities
- 1.5 Price determination
- 1.6 Timing of purchases
- 1.7 The integration of purchasing activities.

4. **Financial Function and Management** (Weighting 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the financial function and management in an organisation:

- 4.1 Definition purpose and scope of the function and management
- 4.2 Concepts on financial management
- 4.3 The balance sheet asset and financing structure
- 4.4 Capital
- 4.5 Income
- 4.6 Costs
- 4.7 Profit
- 4.8 The income statement
- 4.9 Cost, volume and profit relationships
- 4.10 The time value of money
- 4.11 Financial analysis, planning and control.

5. **Human Resource Management** (Weighting 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the provision, development and maintenance of human resources in an organisation:

- 5.1 Definition, purpose and scope of the human resources function
- 5.2 The provision of human resources
- 5.3 Human resources planning
- 5.4 Recruiting
- 5.5 Selection

- 5.6 Employment
- 5.7 Induction
- 5.8 The development of human resources
- 5.9 The objectives of training and development
- 5.10 Determining the need for training
- 5.11 Methods of training and development
- 5.12 The evaluation of training and effectiveness
- 5.13 The maintenance of human resources
- 5.14 Remuneration
- 5.15 Labour relations.
- 5.16 Personnel administration
- 5.17 Working conditions
- 5.18 Manpower research

6. **Public Relations** (Weighting 10%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the public relations function in an organisation:

- 6.1 Managing the public relations process
- 6.2 The communications task of public relations
- 6.3 The nature of the communications process
- 6.4 The communication model
- 6.5 The communication media
- 6.6 The action programme.
- 6.7 Public relations management and social responsibility.

SECTION 2

The student will be expected to explain, using practical, work-related examples, the following aspects of the information function in an organisation:

1. **Systems Concepts** (Weighting 5%)

- 1.1 The nature and attributes of information.
- 1.2 Data compared to information.
- 1.3 The manager's need for information

SECTION 3 (Weighting 10%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the social responsibility and business ethics in an organisation.

- 1. Definition of concepts.
- 2. Areas of social responsibility and business ethics.
 - 1. Social responsibility of management.
- 2. Consideration of the changing concepts in regard to the needs of a multi-cultural society – whether a new relationship between business and society is necessary to provide for a better quality of life for the total population.

3. The provision of “equal opportunities” in employment for all sections of the community.
4. Problems of adjustment for technological and social change.
5. Anticipating the results of the introduction or expansion of automation and robotisation in industrialised organisations.
6. Care of the environment – anti-pollution measures and responsibilities for the conservation of natural resources.
7. The impact of inflation, the earning capacity of the organisation and the wages paid to its employees.
8. Relationship to “productivity” – the measurement of people at work and ways and means of improving established norms of work.
9. Consumerism: The importance of maintaining sound customer relations.
10. The ethical code of an organisation; responsibility and accountability in all functions.

EXAMINATION

Case study 0%

Application/understanding – 50%

Recall of knowledge – 50%

1. This is a “closed-book” examination.
2. There is no “quick-fix” to passing this subject! The whole syllabus will be examined, as you will see by studying previous examination papers.
3. Practice answering previous examination papers and read the examiner’s report that accompanies each paper.
4. At the second level in your management studies, you must show that you understand the practical application of the theory. Use examples from organisations with which you are familiar to illustrate your answers.
5. Answers must be of adequate lengths to pass a question. Single-line, “bullet-heading” answers are not acceptable.
6. Focus on analysing what is required from each question. An examination is an exercise in time management. Allow 10 minutes at the start of the paper to read all questions, then decide which questions you will attempt. Allow 40 minutes for each question, including 15 minutes to plan your answer in rough outline, before writing it.
7. Read the examiner’s instructions carefully.
8. You have a choice of seven questions, which you must answer five, each of which carries 20 marks.
9. The layout and presentation of your answers is critical. Remember that the examiner is your customer! You are presenting him with a “direct mail” shot. The content must be interesting and the packaging must be attractive!
10. Your handwriting must be legible. Nothing irritates an examiner more than trying to decipher poor handwriting. If the examiner cannot read your writing, how can you expect to pass?
11. Do not use etc. at the end of a sentence, because it tells the examiner nothing about your knowledge!

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