

► OVERVIEW

INTRODUCTION

The Management Development Programme (MDP) is a comprehensive programme that equips managers with the necessary competence to implement their organisations' strategic objectives. It develops a basic understanding of the different fields of management to ensure that managers do not perform their own management functions in isolation.

WHAT SETS THIS INTERVENTION APART?

The MDP provides a broader understanding of management and leadership, and in this way brings real business benefits to participants and their organisations.

PAST PARTICIPANTS' COMMENTS

"I thoroughly enjoyed the programme. But more importantly, what I have learnt has equipped me very well for my career. USB-ED is a credit to the South African business environment and I look forward to further developing my ability, knowledge base and career." – Brendon Stoffels, Senior Category Buyer: Retail Convenience, Engen Petroleum Limited

"I will recommend this programme to anyone who wants to develop and grow as a manager or leader in any company or other organisation." – Justin Olim, Contract Compliance, Mix Telematics Enterprise

"This programme has helped me to grow as a person. It is an excellent course for managers and will equip those who want to start their own business with all the tools needed to be successful in their endeavours." – Mepe Nelia Ekandjo, Exploration Geologist, Langer Heinrich Uranium Mine

► WHO

WHO SHOULD ATTEND?

This programme is aimed at middle managers who are currently managing others, or who have the potential to manage others, or who wish to grow and develop their management abilities.

ADMISSION REQUIREMENTS

No formal tertiary qualifications are required. Participants should preferably have one to two years of management experience at junior management entry level and English language competence at NQF level 4. They should have sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on management issues.

FACULTY PROFILE

Prof André Roux | Mr Gerhard Boonzaaier | Mr Giel Naude | Mr Jaco Jansen van Rensburg | Mr Jako Volschenk
Dr Kosie de Villiers | Dr Liano Greybe | Mr Mike du Plessis | Dr Sarah Riordan

► WHAT

To offer participants the maximum learning experience, the programme has been divided into three areas:

1. GENERAL ISSUES

GENERAL MANAGEMENT (INTRODUCTION)

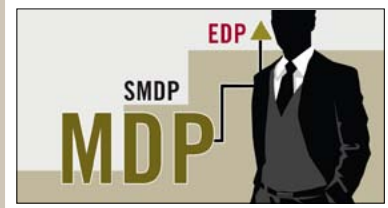
Development of management thinking; systems approach to management; paradigms and creativity; feasibility study and business planning

LEADERSHIP

Understanding the role of leadership; teamwork and team-building; improving business results by managing team dynamics; flexibility and resilience; self-management and emotional maturity

ECONOMICS

Basic economic literacy; key indicators



WHEN & WHERE

PART-TIME

MDP Part-time (Cape Town)

17 February – 15 June 2012

Friday evenings (18:00 – 21:00) AND

Saturday mornings (08h30 – 11h30)

MODULAR

3 programmes (duration 2 weeks each)

Monday – Friday 08:15-17:30

CAPE TOWN

MDP 1 Modular (Cape Town)

1st study school: 27 February – 2 March 2012

2nd study school: 16 – 20 April 2012

MDP 2 Modular (Cape Town)

1st study school: 21 – 25 May 2012

2nd study school: 16 – 20 July 2012

MDP 3 Modular (Cape Town)

1st study school: 27 – 31 August 2012

2nd study school: 8 – 12 October 2012

JOHANNESBURG

1st study school: 26 – 30 March 2012

2nd study school: 21 – 25 May 2012

DURBAN

1st study school: 20 – 24 August 2012

2nd study school: 15 – 19 October 2012

WINDHOEK, NAMIBIA

1st study school: 26 – 30 March 2012

2nd study school: 28 May – 1 June 2012

ONLINE

1 programme (duration 22 weeks)

7 May – 8 October 2012

2. FUNCTIONAL ISSUES

MARKETING MANAGEMENT

Principles of marketing and the marketing environment; marketing research and forecasting; marketing mix; marketing plan; client relations

PEOPLE MANAGEMENT

Human resource planning and assessment of personnel requirements; recruitment and selection; motivation; communication; introduction to industrial relations; performance management

FINANCIAL MANAGEMENT

General principles of accounting; balance sheet and income statement; financial viability; budgets; financing; financial planning

3. INTEGRATIVE ISSUES

Business plans; presentation skills

In the break between the study schools, participants are required to complete practical assignments applicable to their own work environment.

NQF ALIGNMENT

This programme is presented on the complexity level of NQF 6. Participants will be able to gain credits towards a national qualification if they compile an additional portfolio of evidence and are assessed as competent in unit standards-based assignments.

► BENEFITS

HOW WILL YOU BENEFIT?

After successfully completing this programme, participants will be able to:

- describe the basic functions of general management and intrapreneurship/entrepreneurship and do a feasibility study of business opportunities, reflecting a systems approach to management
- read, understand and analyse financial statements to determine the financial health of an organisation and manage a budget for profit purposes
- draw up a basic marketing plan, describing the product, price, advertising and distribution mechanisms of the product
- draw up a basic plan to recruit, select and motivate human resources, and to manage their performance
- integrate the programme material into a business plan developed for an existing organisation or a new business opportunity.

CERTIFICATION

On the successful completion of the programme, participants will receive a certificate from the University of Stellenbosch.

► HOW

PRESENTATION MODES

Participants can choose from one of the following attendance options:

- Part-time
- Modular
- Online

FEES

PART-TIME & MODULAR

R23 500

Fees include programme fees, programme material, lunch and refreshments, and are payable before the commencement of the programme.

ONLINE

R19 800

Fees include programme fees, programme material (both online learning material and printed learning material which will be couriered to you) and are payable before the commencement of the programme

CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme. A cancellation fee of 10% will be payable for cancelling fewer than 14 days prior to the commencement of the programme.

Please note that programme fees, faculty and dates are subject to change.



PART-TIME

The part-time option will be presented at the USB campus in Bellville, Cape Town, during the weeks indicated on this flyer. Classes will be presented on Friday evenings and Saturday mornings.

Before and between study schools, participants are required to do pre-reading and preparation for each module. Participants will be expected to complete individual assignments for each programme module. Participants will also complete a group assignment which will be presented during the final assessments to a panel from USB-ED.

The programme manager will be available to assist with any administrative issues, while the subject matter experts will assist with any academic matters.

MODULAR

With the modular option, the programme will be presented over two five-day study schools on the dates provided in this flyer, at venues in Cape Town, Johannesburg and Windhoek (Namibia).

Before and between study schools, participants are required to do pre-reading and preparation for each module. Participants will be expected to complete individual assignments for each programme module. Participants will also complete a group assignment which will be presented during the final assessments to a panel from USB-ED.

The programme manager will be available to assist with any administrative issues, while the subject matter experts will assist with any academic matters.

ONLINE

The online option enables you to work online from the convenience of your home or workplace. The programme will be delivered via a USB-ED learner management system that will be accessible 24/7.

The online programme consists of 6 modules, presented over 18 weeks. These modules will become available at intervals during the programme, on predetermined dates. Participants have to complete the online modules as per the calendar issued in the first week of enrolment. Once a module has reached its closing date, no further assignments will be accepted. Each module will include some pre-reading and preparation for the online classroom; an online activity requiring the presence of the participant; an online assignment; and a practical assignment requiring participants to apply the reading and online discussions in their own working environment.

Participants will be required to log on to the programme either from their home or work computer every Thursday at 18:00 for one hour to participate in a predetermined online activity. The participants will also, apart from reading the material provided and interacting with the subject matter experts, be guided and assisted by our online academic support facilitator throughout the programme.

Participants may choose to read the notes online, download them to their own computer, or print them. Once the participants have registered, they will receive a detailed schedule of commencement and completion dates for each module. This will also include assignment dates, which will enable them to plan ahead and allocate time for each module and assignment.

ENQUIRIES

CAPE TOWN

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