



## London School of Business SA

### *Prospectus 2008*

*Tuition Towards Top International Qualifications Recognised by the SAQA Centre for the Evaluation of Foreign Qualifications*

#### **University of London**

##### **Degrees and Diplomas for Graduates**

Accounting and Finance, Banking and Finance, Business, Development, Economics, Information Systems, Management, Sociology, Politics and International Relations, LLB Laws, LLM

#### **Association of Business Executives UK**

##### **Certificates, Diplomas & Advanced Diplomas**

Business Management, Business Information Systems, Financial Management, Marketing, Human Resource Management, Travel, Tourism and Hospitality

#### **London School SA Programmes towards Certificates, Diplomas & Advanced Diplomas**

Accounting, Business Management and Development, Economics, Financial Management, Information Technology, International Business, Law, Strategic Management, Strategic Marketing, Strategic Human Resources, Sports Management, Tourism

#### **Other Programmes and Services**

BBA, BA, B Com, MBA Support Programmes  
Business, Career and Personal Development Programmes

#### ***Mission and Vision***

*Managing Broad-Based Business, Career and Economic Development and Investment throughout South Africa and Africa*

*In Association with*

**Natgrowth** National & Africa Growth, Development & Investment Centre

**NatGrowth Fund** National & Africa Growth & Investment Fund

**Natgrowth Devbank** Development & Investment Banking Services

**I'Africa Iyathuthuka** Investment Holdings and Trust (non-profit)

**Devgrowth** Strategic Management & Financial Services

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**Build a World Class Career with a Top  
International Qualification in South Africa**

# LONDON SCHOOL SA PROSPECTUS

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## LONDON SCHOOL SA AND YOUR CAREER

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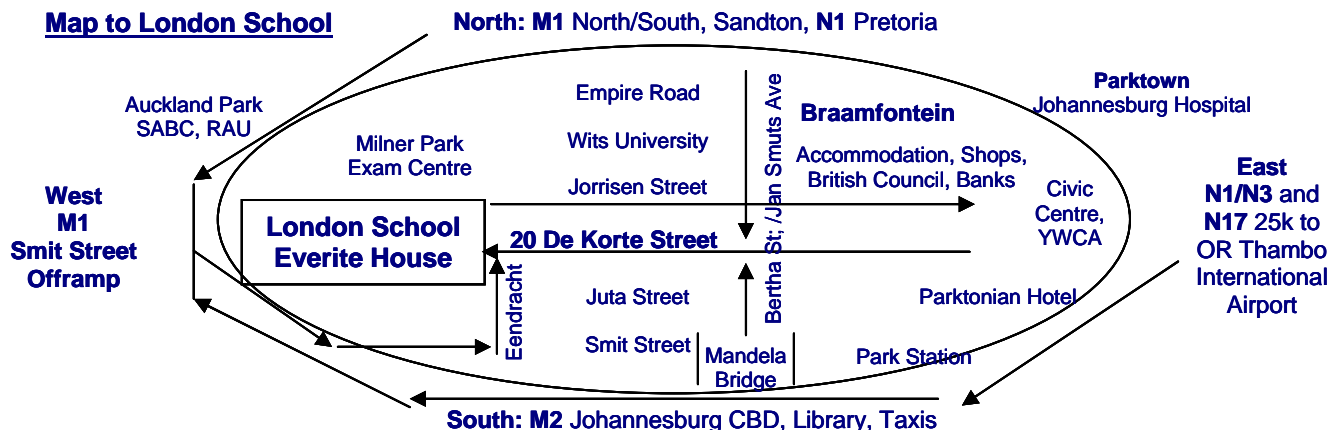
**London School SA** is an independent institution established in 1993, providing tuition towards **internationally recognised Degrees and Diplomas** awarded by the University of London, the Association of Business Executives (ABE), UK and other institutions by distance learning. The Qualifications are accredited in the UK and are recognised by the SAQA Centre for the Evaluation of Foreign Qualifications. Students Register with London School for Tuition and with the **University, ABE** or other body for **Examinations** for which separate external fees are payable. External examinations are written at the **British Council** nearby or in other centres throughout the world. **London School** has enrolled over **3000** students since inception from a wide variety of countries and organisations, including members of government, business and individuals from South Africa, Africa, Asia, Europe and the Americas. London School **focuses on** developing its students to **their full potential for growth and development** in South Africa and internationally, and offers the following distinct **benefits and advantages**:

- **Top Level International and SA Recognition**
- **Personalised Tuition** and Attention in Small Groups
- **Practical Business Skills, Career** and Personal Development
- **Opportunities for Business Development, Career Advancement** and Self-employment
- **Highly Qualified, Experienced** and Committed Lecturers
- **Flexible Entry Levels** from no formal qualifications to Post-graduate level
- **Continuous Enrolment, Modular Courses** and Affordable Fee Structures
- **Full-Time, Part-Time, Flexi-Study** (supported distance learning), Seminars and In-house Programmes
- **Convenient Campus** in the Education Precinct of Braamfontein
- **Canteen, Internet, Security, Parking, Nearby Accommodation** and Library facilities
- **International Exchange** opportunities

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### Map to London School



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## UNIVERSITY OF LONDON

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The **University of London** is one of the **Leading Universities in the World**, with an international reputation for Excellence. The University comprises 17 world-renowned Colleges including **London School of Economics (LSE)**, which is the Lead College for the many of the Degrees. LSE boasts 13 Nobel Prize winners and 28 present or former heads of state. The External Programme has over 30 000 students in 180 countries. External students receive the same Degrees as internal students, and may apply for a transfer to one of the internal colleges in the second year of their studies. **Graduates** of the University include many prominent leaders such as former President **Nelson Mandela** who studied the LLB on Robin Island. Applications to the University are due by 17 September for exams to be written the following May/June. **Entrance Requirements** include:

- **Access Route: Matric** with passes in Maths (for BSc) and English or equivalent; (see below) or
- **Matric with 3 Higher Grade B's, 2 C's** and passes in Maths (for BSc) and English or equivalent; or
- **SA National Diploma or CIS**; or
- **2 GCE A Levels + Matric** including Maths Higher Grade (for BSc) and English or equivalent; or
- **2 GCE A Levels + 3 GCSE/GCE O Levels** including Maths Grade C (for BSc) and English or equivalent; or
- **3 GCE A Levels + 1 GCSE/GCE O Level** including Maths (Grade C for BSc) and English or equivalent; or
- **Students over 21 with other equivalent qualifications** may be considered for special admission
- **Graduates** with competence in Mathematics and English equivalent to GCSE/GCE O Levels Grade C qualify for entry to the new 1-2 year **Diplomas for Graduates** and the **BSC Graduate Entry Route** over 2-3 years

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## ACCESS PROGRAMMES

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### O AND A LEVELS

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Examined by London Edexcel; or University of Cambridge Local Examinations Syndicate

GCE/GCSE **O Levels** and GCE **A Levels** are **International University entrance qualifications** providing an ideal bridging programme to university. Exams are written in May/June, November (Cambridge) or January (London).

London School offers tuition for the following subjects and others depending on enrolments (Refer London School Programmes or detailed syllabuses for course details):

- **O Levels:** English, Mathematics, Accounting, Commerce
- **A Levels:** Business Management, Economics, Law, Politics and Sociology

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## UNIVERSITY OF LONDON BSC ACCESS ROUTE

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The BSc Access Route comprises 2 BSc 1<sup>st</sup> Year subjects after which students can continue with the full BSc programme over 2 to 4 years.

**Entrance Requirements:** 18 years of age on 1 September and

- **Matric** with passes in Higher Grade Maths and English or equivalent proof of competency in English; or
- **4 GCSE/GCE O Levels** including Maths & English with Grade C or equivalent proof of competency in English

The options for the two Subjects include:

- Introduction to Economics
- Principles of Sociology
- Introduction to International Relations
- Introduction to Modern Political Thought
- Democratic Politics and the State
- Statistics 1 and Mathematics 1 (2 half-units)
- Statistics 1 and 2 (2 half-units)
- Mathematics 1 and 2 (2 half-units)

**NOTE:** The University of London **Diploma for Graduates** is available in Accounting, Banking, Development, Economics, Finance, Information Systems, International Relations, Management, Politics, Social Sciences and Sociology. The University of London Diploma in Economics is not currently available in South Africa. The Access Route, A and O Levels are available at London School to gain access to the Degrees.

**UNIVERSITY OF LONDON DEGREES AND DIPLOMAS FOR GRADUATES**  
**Academic Direction by: London School of Economics and Political Science (LSE)**

Accounting & Finance, Banking & Finance, Business, Development & Economics, Economics, Economics & Finance, Economics & Management, Information Systems & Management, Management, Mathematics & Economics, Politics, Politics & International Relations, Sociology, BSc with Law Combinations: Management with Law, Accounting with Law, Law with Accounting, Law with Management, Sociology with Law, Law with Sociology

The University of London Degrees are amongst the foremost degrees available world-wide, providing an ideal route to a top-level career in the diverse fields of Business, Management, Banking, Accounting, Development, Economics, Finance, Information Systems, Law, Social Sciences and Government. The **BSc** Structure comprises **12 subjects** over **3 or 4 years**. The **BSc Graduate Entry Route** comprises 9 subjects over 2-3 years. The **Diplomas for Graduates** comprise **4 subjects** over 1-2 years. An overview of the Degrees is set out below. (See [www.londonexternal.ac.uk](http://www.londonexternal.ac.uk) or detailed University of London Prospectus for full details).

**BSC MANAGEMENT**

**BSc Management** covers a wide range of areas relevant to General Business Management within the context of a global economy. The degree opens up diverse career opportunities in Commerce, Industry, Services, Finance and Consulting within the Private and Public Sectors. The degree provides a strong foundation in economics and social sciences, with a number of specialist options in the Management field. The Degree comprises 8 compulsory Foundation and Further Units and 4 Options from **Management, Economics, Sociology** or broader units as follows:

Year 1 Foundation Units	Year 2 Further Units	Year 3–4 Options* from
Introduction to Economics	Principles of Accounting & Finance Fii	Management, Economics or Sociol eg
Statistics & Maths 1 Half-units	Managerial Economics	*Marketing
Principles of Sociology	Organisation Theory or	*Human Resource Management
Introduction to Business and Management	Strategy	*Elements of Social & Applied Psychol
	Management: Internat. & Comparative	*1 Further Unit except law

**BSC ACCOUNTING AND FINANCE**

**BSc Accounting and Finance** aims to provide a thorough grounding and skills in accounting and finance, opening up a wide range of career opportunities in the business, financial and professional world internationally. Additional subjects include: Financial Management or Corporate Finance, Financial Reporting and Management Accounting, with an option in Auditing, **Typical careers** include professional Accounting, Auditing, Financial Management, Consulting, Banking, Merchant Banking, Corporate Finance, Stock-Broking, Information Systems and Financial Services. Graduates may apply for professional **Chartered Accountant** exams, subject to additional requirements in different countries (eg Auditing, Tax and Law in South Africa). The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	Managerial Economics or Microeconomics	Auditing
Principles of Accounting & Finance	Financial Management or Corp. Finance	1 Option A, B, E, M or Q
Statistics 1 & Maths 1 half-units	Financial Reporting	1 Option A, B, E, M or Q
Principles of Banking & Finance	Management Accounting	1 Further Unit

**BSC BANKING AND FINANCE**

**BSc Banking and Finance** is a distinctive qualification providing in-depth coverage of the fields of banking and finance and their central role in the economy as the facilitators of commercial enterprises and economic growth and development. Subjects include Principles of Banking, Banking Operations and Risk Management and Corporate in an international context. The BSc Banking and Finance opens up significant career opportunities at senior level in banking, financial institutions, financial services, corporate finance, stock-broking as well as in commerce, industry and government. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	1 Foundation Unit	Investment Management
Principles of Accounting & Finance	Corporate Finance	1 Option A, E or M
Statistics 1 & Maths 1 half-units	Financial Intermediation	1 Further Option
Principles of Banking & Finance	Micro, Macro Economics or Econometrics	1 Further Option

## BSC BUSINESS

**BSc Business** cover a wide range of areas relevant to General Business Management within the context of a global economy. The degree opens up diverse career opportunities in Commerce, Industry, Services, Finance and Consulting within the Private and Public Sectors. The degree provides a strong foundation in economics and social sciences, with a number of specialist options in the Management field. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	Principles of Sociology (Foundation)	1 Option M
Principles of Accounting & Finance	Principles of Marketing	1 Option M
Statistics 1 & Maths 1 half-units	1 Option M	1 Other except Fi, ii
Intro to Business & Management	1 Option M	1 Other except Fi, ii or L

## BSC ECONOMICS

**BSc Economics** provides in-depth coverage of Economics. Macroeconomics deals with issues such as inflation, employment, taxation, interest rates, aggregate output, exchange rates, the balance of payments, economic growth and development. Microeconomics includes the economic behaviour of individuals, households and firms, with analysis of variables such as supply, demand and prices. The degree opens up opportunities as an economist in government, banking, industry, business and financial services. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	Elements of Econometrics	1 Option E
Statistics 1 and 2	Macroeconomics	1 Option E
Mathematics 1 and 2	Microeconomics	1 Option E
1 Option Fii or Fii	1 Option E	1 Further Unit

## BSC ECONOMICS AND MANAGEMENT

The **BSc Economics and Management** is an ideal combination between the specialised field of Economics and the general fields of Business Management. As such the degree provides a broader spectrum of subjects and career opportunities in Business, Banking, Finance and Government. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	Principles to Sociology (Foundation)	1 Option M
Principles of Accounting & Finance	Managerial Economics or Microeconomics	1 Option M
Statistics 1 & Maths 1 half-units	Organisation Theory	1 Option E, M or S
Intro to Business & Management	Macroeconomics	1 Option E, M or S

## BSC DEVELOPMENT AND ECONOMICS

**BSc Development & Economics** combines a broad range of subjects across various disciplines in Economics and Social Sciences with an impact on the challenges of Development in a global context. Career opportunities include Government, Non-Governmental Organisations, Development Finance Institutions, Multi-national Companies and Organisations in the public and private sectors. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Introduction to Economics	Economics of Development	Geographies of Devel.
Principles of Sociology	Sociology of Development	1 Option D
Statistics 1 & Maths 1 half-units	Macroeconomics	1 Option D
Human Geography	Microeconomics	1 Other Option except L

## BSC POLITICS AND/OR INTERNATIONAL RELATIONS

**BSc Politics and/or International Relations** is a foundation for a wide range of careers in Government, Diplomacy, Public Service, Journalism, International Organisations, Trade & Business. The structure is as follows

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Intro to International Relations	Comparative Politics	1 Option E, IR, P or S
Democratic Politics & the State	International Political Theory	1 Option E, IR, P or S
1 Option Fi	Nationalism & International Relations	1 Option E, IR, P or S
1 Option Fi or ii	Democracy and Democratisation	1 Other Option

## BSC INFORMATION SYSTEMS AND MANAGEMENT

**BSc Information Systems and Management** provides an ideal combination of the dynamic fields of information systems and technology with the all-round management areas needed to succeed in the changing world of global business. The degree covers the use of information systems within business organisations as well as the rapidly developing technologies of computer hardware, software engineering, networks, telecommunications, systems development and database management. The degree offers a positive career advantage in all manner of organisations and business enterprises in the Private and Public Sectors. The degree structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Sociology	Organisation Theory	Elements of information
Intro to Business & Management	Software Engineering	& communication tecnol.
Intro to Information Systems	Information systems development	1 Option E, M, IM or S
Intro to Programming ½ unit and	and management	1 Option E, M, IM or S
Statistics 1 ½ unit	Information systems project	1 Further Unit except L

## BSC SOCIOLOGY

**BSc Sociology** is a social science degree focused on different levels of social behaviour ranging from the individual and groups to organisations and broader societies in historical context. The degree provides a foundation for careers in the Public and Private Sectors including Management, Journalism, Marketing, Advertising and Media. **The degree structure is as follows:**

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Sociology	Organisation Theory	Sociol of Development
1 Option Fi	Sociological Theory	1 Option D, M, P or S
1 Option Fi	Methods of Social Research	1 Option except Fi or Fii
1 Option Fi or Fii	Comparative Social Structures & Instits	1 Option

## BSC ACCOUNTING WITH LAW; MANAGEMENT WITH LAW

The **BSc Management with Law** and **BSc Accounting with Law** combine essential elements of the BSc and the LLB Degrees, equipping one with both specialist legal skills and general management skills suitable for a wide range of career opportunities in the business, legal, financial and governmental fields. Students wish to enter the legal profession may select the additional Law subject Options and complete the further requirements of their professional legal associations. Refer LLB below. The different Degree structures are as follows:

### BSC ACCOUNTING WITH LAW

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Accounting & Finance	Company Law	1 Option A, B, E, L or M
Elements of the Law of Contract	Financial management or Corp. Finance	1 Option A, B, L or M
2 Units from Fi or Fii or	Management accounting	1 Option A, B, Fi, L or M
Public Law or Criminal Law	Commercial law	1 Further Unit

### BSC LAW WITH ACCOUNTING

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Accounting & Finance	Company Law	Law of Tort
Elements of the Law of Contract	Financial Management	Law of Trusts
Public Law	Management accounting	Land Law
Criminal Law	Commercial Law	EU Law

### BSC MANAGEMENT WITH LAW

Principles of Accounting & Finance	1 Unit Fi or Public or Criminal Law	1 Option E, L or M
Elements of the Law of Contract	Company Law	1 Option E, L or M
Intro to Business & Management	Commercial law	1 Option E, L or M
1 Unit Fi or Public or Criminal Law	1 Option M	1 Option except Fi or Fii

### BSC LAW WITH MANAGEMENT

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Accounting & Finance	Principles of Accounting & Finance	Law of Trusts
Elements of the Law of Contract	Company Law	Land Law
Public Law	Commercial Law	EU Law
Intro to Business & Management	Law of Tort	1 Option M or L

## BSC DEGREE OPTION SELECTION GROUPS

<b>A (Accounting &amp; Finance)</b>	<b>Fii (Foundation Units)</b>	<b>M (Management and Business)</b>
Financial management	Principles of accounting and finance	The law of business organisations
Financial reporting	Introduction to information systems	Managerial economics
Corporate finance	Principles of banking	Management science methods
Auditing	Intro to business & management	Organisation theory
Management accounting	Elements of the law of contract	Principles of Marketing
Quantitative Finance	Introduction to programming	Corporate Finance
<b>B (Banking &amp; Finance)</b>	<b>IR (International Relations)</b>	Financial Management
Financial reporting	International political economy	Human Resource Management
Corporate finance	International political theory	Management mathematics
Auditing	Nationalism & international relations	Management: International and Comparative perspectives
Financial intermediation	International institutions	
Investment management	International politics of East Asia	Management accounting
Quantitative Finance	International security	Strategy
<b>D (Development)</b>	Foreign Policy	Elements of applied and social psychology
Urban geography	<b>IS (Information Systems)</b>	
Sociology of development	Software engineering	
Social policy	Elements of information and communication technologies	<b>P (Politics)</b>
Demography		Comparative politics
Society and the environment	Info systems development & mgmt	Democracy and democratisation
Economic geography	Info systems evaluation & policy	Political Analysis and Public choice
Geographies of development	Sociology & ethics of info systems	Politics of the European Union
	Information systems project	Politics of S E Asia
<b>E (Economics)</b>		
Monetary economics		<b>S (Sociology)</b>
Labour economics	<b>L (Law)</b>	Organisation theory
International economics	Company law	Sociological theory
Public economics	Commercial law	Methods of social research
Elements of econometrics	Law of Tort	Sociology of development
Managerial economics or	Law of Trusts	Social policy
Microeconomics	Land Law	Demography
Economics of development	Administrative Law	Comparative social structures and Institutions
Macroeconomics	Criminology	
Corporate finance	EU Law	Society and the environment
Further maths for economists	Evidence	Elements of applied and Social psychology
Industrial economics	Jurisprudence and legal theory	
	Labour Law	Sociology and ethics of information systems
<b>Fi (Foundation Units)</b>	Succession	
Introduction to economics	Intellectual property	
Statistics 1 (half unit)	Introduction to Islamic Law	<b>N (New Mathematics)</b>
Statistics 2 (half unit)		Game theory
Mathematics 1 (half unit)	<b>Note:</b> Law with Accounting and with Management require the options:	Advanced mathematical analysis
Mathematics 2 (half unit)		Optimisation theory
Human geography	Criminal Law or Public Law	Mathematics of Finance & valuation
Principles of sociology	Law of Tort	Abstract mathematics
Intro to international relations	Law of Trusts	Advanced calculus or linear algebra
Democratic Politics & the State	Land Law	Mathematical economics
World history since 1917	EU Law	Criminology

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## UNIVERSITY OF LONDON LLB (LAWS) DEGREE

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The University of London LLB (Laws) Degree is one of the most widely recognised law degrees available world-wide, with students and graduates throughout the Commonwealth, the European Union, the United States, Asia, Africa and the Middle East. Professional practice has further requirements in different countries. In South Africa, the Attorneys Admission Examination and the Advocates' Bar Examination are required in addition to Articles of Clerkship or Pupillage and South African Law subjects. The LLB may be taken as a **First Degree over 3 to 4 years** or as a **Postgraduate Degree over 2 to 3 years** or more. The typical LLB Structures are as follows:

YEAR	1	2	3	4 to Max 8
<b>SCHEME A</b> 3 Years	<b>4 PAPERS</b> Criminal Law Public Law Common Law Elements of Law of Contract	<b>4 PAPERS</b> Law of Tort Law of Trusts Land Law 1 Option	<b>4 PAPERS</b> Jurisprudence & Legal Theory 3 Options	
<b>SCHEME B</b> 4 Years	<b>3 PAPERS</b> From above	<b>3 PAPERS</b> 1 From year 1 2 From above	<b>3 PAPERS</b> 1 From Yr 2 2 Options	<b>3 PAPERS</b> Jurisprudence & Legal Theory 2 Options
<b>GRADUATE ROUTE A</b> 2 Years	<b>4 PAPERS</b> Criminal Law Constitutional Law English legal system Law of Contract	<b>5 PAPERS</b> Law of Tort Law of Trusts Land Law 2 Options		
<b>GRADUATE ROUTE B</b> 3 Years	<b>3 PAPERS</b> From above	<b>3 PAPERS:</b> 1 from year 1 + 2 from above	<b>3 PAPERS</b> 1 from year 2 + 2 Options	

\***OPTIONS** (Tuition available depending on enrolments)

Administrative Law, Commercial Law, Company Law, Conflict of Laws, Criminology, EU Law, Evidence, Family Law, Jurisprudence and Legal Theory, History of English Law, Islamic Law, Labour Law, Public International Law, Revenue Law, Succession, Intellectual Property, Environmental and Planning Law

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## BSc LAW WITH MANAGEMENT; BSc LAW WITH ACCOUNTING

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As indicated in the BSc Degree outlines, the **BSc Law with Management and BSc Law with Accounting** combine the essential elements of the BSc and the LLB Degrees, equipping one with both specialist legal skills and general management skills suitable for a wide range of career opportunities in the business, legal, financial and governmental fields. Students wishing to enter the legal profession may select the additional Law subject Options and complete the further requirements of their professional legal associations. (See BSc Degree structures)

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## UNIVERSITY OF LONDON LLM: MASTER IN LAWS

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The LLM is a Postgraduate degree open to Graduates with an LLB (2nd Class Honours) or equivalent qualifications with substantial legal content. The minimum duration is two years to complete Examinations in 4 Subjects from the list including the following: (Note: in order to have one of the groups listed on the certificate, at least 3 subjects must be taken from that grouping):

- **Commercial and Corporate Law:** Company Law, Insurance, Marine Insurance, Carriage of goods by sea, International tax law, International & Comparative Commercial Arbitration, The European Internal Market
- **Maritime law:** Marine Insurance, Carriage of goods by sea, Admiralty law, Intl & Comp. Commercial Arbitration
- **Labour law:** Company law, Individual employment law, Compensation and the law
- **International Business Law:** Company law, Marine Insurance, Carriage of goods by sea, International tax law, International & Comparative Commercial arbitration, The European Internal Market
- **Criminology & Criminal justice:** Theoretical criminology; Sentencing & the criminal process, Juvenile justice
- **Other subjects:** Constitutional and institutional law of the EU, Modern Chinese law, Jurisprudence & Legal Th.

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## THE ASSOCIATION OF BUSINESS EXECUTIVES, LONDON

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The **Association of Business Executives (ABE)** is an international professional association and examining body for business and management qualifications, represented in 70 countries world-wide with over 25 000 students and members. ABE qualifications are accredited by the UK **QCA** on the **NQF** and are recognised by **SAQA** Centre for Evaluation of Qualifications. The Diploma Part 2 is recognised at UK NQF 5 and Advanced Diplomas at NQF 6 as **Degree equivalent** for entry to a wide range of MBA's. ABE Examinations are written in June and December each year at the British Council. The entry point for school-leavers or students with no formal qualifications is the Certificate. The entry point for mature students with two years relevant experience is the Diploma Part 1.

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### CBM: CERTIFICATE IN BUSINESS MANAGEMENT

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The **CBM** is a **Fundamental International Management Qualification** accredited at UK NQF 3 as an **entry point** for school-leavers or people with no formal qualifications. The course focuses on basic business, management, communication and numeracy and is ideal as a bridging programme into formal qualifications. **Duration:** 6 – 10 months. **Options** include Human Resource Management; Travel, Tourism and Hospitality; and Business Information Systems. The **Course Structure** is as follows, with separate Certificates available on a **Modular** basis:

#### INTRODUCTION TO BUSINESS

- Nature, objectives, types and functions of business organisation in the economic environment
- Management roles including entrepreneurship, planning, leading, organising and controlling
- Management functions including Human Resources, Marketing, Production and Finance

#### INTRODUCTION TO ACCOUNTING

- Fundamental concepts and methods of accounting including basic books of account
- Preparation of basic financial statements: balance sheet, income statement and cashflow
- Evaluation of financial statements and performance: basic ratio analysis

#### INTRODUCTION TO BUSINESS COMMUNICATION

- Principles and methods of business communication and overcoming communication barriers
- Basic English comprehension, writing and communication skills
- Introduction to office administration and information technology

#### INTRODUCTION TO QUANTITATIVE METHODS

- Basic number concepts and arithmetic
- Basic algebra and practical mathematics in business
- Basic statistics and presentation of information

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### MMBA (MINI-MBA) DIPLOMAS AND ADVANCED DIPLOMAS

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The **MMBA** is a **Leading-Edge, NQF-aligned Practical Management Programme with International University Recognition**, leading to an **MBA**. The MMBA aims at developing **World-Class Business, Management and Leadership Skills for Rapid Advancement to Top Management**. The Diploma is **Accredited** at UK **NQF 5** and the Advanced Diploma at UK NQF 6. The MMBA is ideal for both **Graduates and Non-Graduates** wishing to gain the hard skills to run a successful business or organisation. **Specialist** Options include **Financial Management, Human Resource Management, Marketing, Business Information Systems and Travel, Tourism and Hospitality**. The MMBA Builds Businesses and Careers with a unique Holistic General Management Perspective and Hands-On Work-Related Case Studies and Projects. The Programme is run on a **Modular** basis, **Part-Time** (evenings or seminars), **Full-Time** or **Flexi-Study** (supported distance learning). The course structure is as follows.

#### DBM 1: DIPLOMA IN BUSINESS MANAGEMENT PART 1: 9-12 months

Entrance: Certificate or over 21 with 2 years experience. Graduates are exempt from DBM1 *Organisational Behaviour; Accounting; Economic Principles; Quantitative Methods*.

#### DBM 2: DIPLOMA IN BUSINESS MANAGEMENT PART 2: 9-12 months

Entrance: DBM1; or a Degree or equivalent. Subject exemptions are considered for Graduates *Human Resource Management; Marketing; Management in Action Plus 2 Options from: Systems Analysis, Managerial Accounting, Business Law or Concepts and Principles of Islamic Economics*

#### AMD: ADVANCED DIPLOMA IN BUSINESS MANAGEMENT: 9-12 monthst

Entrance: DBM2 or Business Degree or equivalent NQF5. Ideal for Executives and Professionals *Corporate Strategy; Managing in Organisations; International Business Case Study; Plus 2 Options from: Strategic Marketing; Strategic Human Resource Management; Corporate Finance; Managing the Information Resource; or Islamic Finance*

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## DBM 1: DIPLOMA IN BUSINESS MANAGEMENT 1

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**An International Management Qualification** developing all-round practical business management and entrepreneurial skills for real career advancement. The **Duration** is 9 – 12 months with Exams in June or December. **Entrance:** *CBM or over 21 with 2 years experience. Graduates are exempt.*

### ORGANISATIONAL BEHAVIOUR

- Types, Functions and Objectives of various Business Organisations in a Dynamic Environment
- Management Roles including Planning, Leadership, Organisation, Control and Entrepreneurship
- Organisation Processes, Structures and Change in different business contexts
- Management Functions including *Human Resources, Marketing, Production & Operations, Accounts & Finance*

### ACCOUNTING

- Accounting Principles, Concepts, Conventions, Processes, Systems and Books of Account
- Financial Statement Preparation including Companies, Branches and Consolidations
- Financial Analysis including Ratio Analysis, Costing, Breakeven and Inflation adjustments
- Financial Management Principles and Raising of Finance

### ECONOMIC PRINCIPLES AND THEIR APPLICATION TO BUSINESS

- Economic Concepts, Principles, Theories and Methods in a changing environment
- Application of Economic Principles and Methods to Business Decision-Making
- Macro-economic and Micro-economic Analysis and their Practical Applications
- The Economic Environment, Key Issues and their effects on business nationally and globally

### QUANTITATIVE METHODS FOR BUSINESS AND MANAGEMENT

- Basic Descriptive Statistics: Data Presentation, Distributions, Central Tendency and Dispersion
- Basic Inferential Statistics: Sampling, Hypothesis Testing, Correlation and Series Analysis
- Presentation, Analysis and Interpretation of Business Information using Statistical Techniques

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## DBM 2: DIPLOMA IN BUSINESS MANAGEMENT 2

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**An In-Depth International Management Qualification** developing state of the art general management skills for advancement to senior management. The **Duration** is 9-12 months with Exams in June or December. **Entrance:** *DBM 1, Degree or equivalent, with exemptions for graduates.* 3 Compulsory subjects plus 2 Options are required.

### HUMAN RESOURCE MANAGEMENT

- Managing people as a key organisational resource including planning, resourcing, selection, induction, training, development, reward systems, assessment, employee relations, communication and change management

### MANAGEMENT IN ACTION

- In-depth study of Management, Leadership, Organisation and Change Management Processes
- Key Issues and Applications of Management Principles and Practices to Real Life Businesses Case Studies

### MARKETING, POLICY, PLANNING AND COMMUNICATION

- Marketing Concepts and Principles in a Competitive Changing Environment
- The Marketing Mix: Product/Service, Price, Place, Promotion, Position, Physical Distribution
- Application of Marketing Management Principles and Models to diverse business situations
- International and Global Marketing Principles, Trends and Key Issues

**Plus two Options: (Note: For Concepts and Principles of Islamic Economics see [www.abeuk.com](http://www.abeuk.com))**

### SYSTEMS ANALYSIS

- Principles of Information Technology and Management and Executive Information Systems
- Computer Hardware, Software, Telecommunications, Networking, Systems Analysis and Development
- The Strategic Role of Information Technology in a Changing Competitive Environment
- Application of Information Technology within diverse business situations

### MANAGERIAL ACCOUNTING

- Budgeting, Planning and Control Systems and Cashflow Forecasts
- Management Accounting. Information Technology and Systems
- Costing, Cost Volume Profit and Breakeven Analysis
- Investment Appraisal, Capital Budgeting, Financial Mathematics and Discounted Cashflow

### BUSINESS LAW

- Principles of Law including Statute, Common Law, Case Law and Legal Processes
- Principles of Business, Commercial and Company Law in National and International context
- Key Issues in the Laws of Contract, Agency, Lease, Sale, Insurance, Tax and Companies
- Application of Legal Principles to diverse legal problems and business situations

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## **AMD: ADVANCED MANAGEMENT DIPLOMA**

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The AMD is an Advanced International Management Qualification developing Top Level General Management and Leadership skills for **Advancement to Senior Management** within organisations or one's own business, in a Competitive Changing Global Business Environment. The **Duration** is 6 – 10 months with Exams written in June or December. Accreditation is at UK NQF 6. **Entrance:** *DBM 2 or a relevant Business Degree or equivalent NQF5.*

The Course Structure comprises 5 subjects as follows

### **CORPORATE STRATEGY AND PLANNING**

- Strategy Processes, Frameworks and Perspectives in a Dynamic Competitive Environment
- Strategic Vision, Mission, Stakeholders, Values, Goals, Objectives and Competencies
- Strategic Analysis: External, Internal, Industry and Competitors, Processes and Value Chains
- Strategy Development: Key Issues, Success Factors, Strategy Models, Evaluation and Choices
- Strategy Implementation and Review: Organisation, Management, Culture, Politics and Change

### **INTERNATIONAL BUSINESS CASE STUDY**

- Application of Strategic Management techniques to a Case Study Business of ones choice
- Application of Strategic Management techniques to diverse Case Studies
- Development of a Strategic Business Plan for a Real-Life Business
- Implementation of a Strategic Business Plan for a Real-Life Business
- Critical Evaluation and Facilitation of the Strategy Process

### **MANAGING IN ORGANISATIONS**

- Organisational Structure and design, linkages to strategic management, technology and change
- Organisation Theories, Processes, Environments, Planning and Decision-Making
- Organisational Goals and Mission Statements, Performance and Comparative Analysis
- Organisational Development, Change Management, Culture and Social Responsibility

**Plus two Options: (Note: For Islamic Finance details see [www.abeuk.com](http://www.abeuk.com))**

### **CORPORATE FINANCE**

The Financial Environment, Financial Statements, Information Systems, Reporting and Decision-making

- Financial Analysis: Profitability, Liquidity, Risk, Working Capital, Cashflow and Costing
- Sources of Finance, The Stock Exchange and the Workings of the Financial Markets
- Capital Budgeting, Discounted Cashflow and Investment Appraisal
- Capital Structure, Dividend Policy, Risk, Return, Cost of Capital and Valuations
- International Finance, Investment and Foreign Exchange

### **STRATEGIC MARKETING MANAGEMENT**

- Integrated Strategic Marketing and Planning Processes in Competitive Global Markets
- Application of Practical Strategic Marketing and Communications Methods and Models
- Application of Strategic Consumer and Service Marketing Concepts and Models
- Application of Strategic Industrial and Business Marketing Models and Tools
- Key Issues and Trends in Global Marketing, Telecommunications, Internet and E-Commerce

### **STRATEGIC HUMAN RESOURCE MANAGEMENT**

- Human Resource Management Approaches, Strategies and Roles in a Changing Environment
- Strategic Human Resource Planning, Recruitment, Selection and Performance Management
- Leadership, Group Dynamics, Motivation, Training & Development, Self-Management and Rewards
- Strategic Industrial Relations Processes, Legislation, Conflict Resolution and Management
- Key Issues including Globalisation, Transformation, Empowerment and Skills Transfer

### **MANAGING THE INFORMATION RESOURCE**

- The Strategic Role of Information Technology in a Changing Competitive Environment
- Information Systems: Challenges and Opportunities, Organisation and Decision-making and Support
- Computers, Information Processing, Data Management, Systems Development & Implementation
- Telecommunications, the Internet, Enterprise Networking and Knowledge Management

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**OTHER CERTIFICATES, DIPLOMAS AND ADVANCED DIPLOMAS: See [www.abeuk.com](http://www.abeuk.com)**

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**Business Information Systems; Travel, Tourism and Hospitality;  
Human Resource Management; Marketing; Financial Management**

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## MINI-MBA IN TRAVEL, TOURISM AND HOSPITALITY

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The **Mini-MBA in Travel Tourism and Hospitality** is a Leading-Edge Practical Management Programme with International University Recognition, providing access to an **MBA Degree** with a practical focus on the **vibrant Tourism industry**, identified as a major source of growth and job creation. The MMBA aims to develop **World-Class Business, Management and Leadership Skills** for Rapid Advancement to Top Management in the industry. The course structure is as follows with an outline of the Tourism Modules (refer other course outlines in the general Mini-MBA above):

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### CERTIFICATE IN TRAVEL, TOURISM AND HOSPITALITY

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The **CTTH** is a **Fundamental International Management Qualification** as an **entry point** for school-leavers or people with no formal qualifications. The course focuses on the basics of business, management, communication and the Tourism, Travel and Hospitality industries. **Duration:** 6 – 10 months. The **Course Structure** is as follows, with separate Certificates available on a **Modular** basis:

#### Introduction to:

**Business Management**  
**Business Communication**  
**Accounting and Travel**  
**Tourism and Hospitality**

- Introduction to Travel, Tourism and Hospitality Globally and in Southern Africa
- Introduction to Tourism and Hospitality Business Management and Marketing
- Leisure, Recreation, Travel, Tourism, Hospitality, Time and Resources: concepts and relationships
- Tourism Typologies in relation to Supply and Demand: Tourism Flows, Motivation and Ability to Travel
- Tourism Transport Systems by type and region; Tourism Intermediaries, Roles and Operations
- Tourism Development and the Role of Public Sector Tourism Organisations

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### DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY PART 1

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The **DTTH 1** is an **International Management Qualification** developing all-round practical business management and entrepreneurial skills for real career advancement within organisations or one's own business, with a focus on the Travel, Tourism and Hospitality industries. The **Duration** is 6 – 10 months. **Entrance:** Certificate or Matric with 4 C's or over 21 with 2 years experience. Graduates are exempt.

#### Organisational Behaviour

Accounting

Economics

Travel, Tourism and Hospitality 1

- **International Tourism in Contemporary societies**, including Southern Africa and Africa
- **Tourism, Leisure and Hospitality concepts:** definitions, motivations, flows, typologies and analysis
- **Evolution of Tourism:** history and development of different aspects: spatial, structural, social, lifestyles, transport, technology, Tourism Flows and behaviour patterns,
- **Tourism intermediaries:** tour operators, travel agents, accommodation providers, transport operators, geopolitical factors, media and fashion trends, statistics and evaluation
- **International Tourism impacts**, planning and development solutions: destinations, locations, attractions, accommodation, amenities, infrastructure, resources, capacity, investment, sustainable development
- **Economic impact of Tourism:** Tourism as a major contributor to the process of economic growth and development, macro and micro levels, advantages and disadvantages, displacement and multiplier effects
- **Social and Cultural Impacts of Tourism:** positive and negative aspects; tourist-host relationships; irritation index, demonstration effect, foreign ownership, employment, neo-colonial views; culture, ethnicity, symbolism, gender and human rights issues, socio-cultural appropriateness policies
- **Physical and Environmental impacts:** balancing attractions, facilities and services with the local environment, conservation, infrastructure minimizing negative impacts and maximizing benefits
- **Tourism Policy Formation:** informed decision making by the public and private sectors at local, national and international levels; impacts of globalisation; objectives, growth targets, responsibilities, focus areas
- **Tourism Planning and Sustainable Development** Ref Rio Agenda 21, 1995 and World Summit on SD (Johannesburg 2002): Integrated planning, partnerships and change management, maximizing benefits
- **Ecotourism and conservation:** environmental and economic benefits, sustainability and policy issues
- **Future of Tourism:** forecasting, growth, employment, political, economic and demographic trends and impacts, information technology, e-marketing and virtual holidays; change management

The DTH 2 is an In-Depth International Management Qualification developing state of the art practical general management skills for rapid career advancement to senior management. The **Duration** is 6 – 10 months with Exams written in June or December. **Entrance:** *Diploma 1 or a Degree or equivalent. Subject exemptions are considered for graduates.* The Course Structure comprises 5 subjects as follows:

### **Marketing**

### **Human Resource Management**

### **Plus 2: Systems Analysis, Business Law or Management Accounting Plus**

### **Travel, Tourism & Hospitality Operations Management:**

- **The diverse nature of operations** in the TTH industry and its structure and organisation, including goals, performance, communication, membership, legal status, roles, responsibilities, organisational design and coordination; applications including hotels, travel agencies, transport and public sector organisations
- **Organisational culture, management styles** and optimum mixes, using management theories, including classical, human relations, systems and contingency theory
- **Leadership** Styles, motivation, groups and team behaviour
- **Decision-making** and problem-solving techniques, models and processes
- **Communication** and presentation techniques, models and processes
- **Change Management** processes and techniques
- **Quality Management** in travel, tourism and hospitality operations
- **Purchasing and Inventory** Management in TTH Operations

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**ADVANCED DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY**

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The ADTH is an Advanced International Management Qualification developing Top Level General Management and Leadership skills for **Advancement to Senior Management** within organisations or one's own business, in a Competitive Changing Global Business Environment. The **Duration** is 6 – 10 months with Exams written in June or December. **Entrance:** *Diploma 2 or a relevant Business Degree or equivalent.* The Course Structure comprises 5 subjects as follows, with London School Diplomas available in each subject.

International Travel, Tourism and Hospitality

Tourism and the Environment

Corporate Strategy; Plus 2 Options:

Strategic Marketing;

Management Organisation;

Strategic Human Resource Management; or

Managing the Information Resource

### **INTERNATIONAL TRAVEL, TOURISM AND HOSPITALITY**

- **International Tourism** scale, patterns, flows and determinants of demand by region
- **The changing nature of tourism** demand and barriers at individual, domestic and global levels
- **Components of international TTH:** intermediaries, attraction, accommodation, transport, facilities
- **Tourism market segmentation**, product development and purchasing behaviour
- **International Hospitality, Service, Quality and Training** as important components of TTH
- **Impacts of International TTH:** economic, environmental, socio-cultural
- **Integrated Tourism analysis**, enhancing benefits and minimising negative impacts
- **Tourism planning and development** processes by level, region and critical success factors
- **International Tourism Statistics and information:** Sources and uses, OECD, WTO, WTTC
- **The Future of international TTH:** changes in supply, demand, technology and development trends

### **TOURISM AND THE ENVIRONMENT**

- **Relationship between TTH and Environment**, micro and macro, natural, created, socio-cultural, ecology and bio-diversity, regional imbalances, land-use planning, sustainable tourism, product/market solutions
- **Tourism Growth, Sustainable Development** and responsibility: tourists, business, government
- **Tourism development:** application of phase models, typologies, impacts, roles and responsibilities
- **Socio-cultural environment impacts**, tourist-host interrelationships and solutions
- **Tourism Marketing and physical planning and design** inter-relationships and spatial scale
- **Tourism Growth and planning:** planned vs spontaneous, sustainability by pattern and type
- **TTH Measures, Monitoring and Management** techniques: eg. carrying capacity, limits of acceptable change, zoning, environmental audits, environmental impact assessment, environmental policy
- **Natural environmental and Eco-tourism issues:** national parks, nature reserves and nature tourism

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## MINI-MBA IN BUSINESS INFORMATION SYSTEMS

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The **Mini-MBA in Business Information Systems** is a Leading-Edge Practical Management Programme with International University Recognition, providing access to an **MBA Degree focusing on the dynamic business information systems and technology fields**. The course structure and BIS Modules are as follows (refer course outlines in the general Mini-MBA above):

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### DIPLOMA IN BIS PART 1

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The **Diploma in BIS Part 1 is an International Management Qualification** developing all-round practical business management and entrepreneurial skills for real career advancement within organisations or one's own business, with a strong focus on Business Information Systems and Technology. The **Duration** is 6 – 10 months. **Entrance:** Certificate or Matric with 4 C's or over 21 with 2 years experience. Graduates are exempt.

**Computer Fundamentals; Computer Applications in Business and Finance; Business Communication and Presentation, plus 1 Option: Organisation Behaviour (Management pathway) or Accounting (Acc. pathway)**

#### COMPUTER FUNDAMENTALS

- **Introduction:** Hardware, peripherals, data storage, processing, PC's, terminals, workstations and networks
- **Microprocessors** and Semiconductor Devices: number systems, binary, denary, hexadecimal, 8 bit
- Information processing: data capture, storage, files, Windows & DOS operating systems, backup and recovery
- **Current IT Issues:** Open vs Proprietary systems, MaCs and PC's multi-user systems, software, risk, security
- **Data Communications:** Introduction to Networks, **LAN topologies, Central & Distributed computing**
- **Wide Area Networks, Global Networks, World Wide Web, Effective use of the Internet and Email**

#### COMPUTER APPLICATIONS IN BUSINESS AND FINANCE

- **Applications Software Survey:** General business applications, **sales orders, stock control, accounts, payroll, email, electronic diaries, e-commerce, EDI, Database, spreadsheets, Excel Visual Basic, GIS**
- **Real-time Processing:** transactions, booking and inquiries, tele-sales, banking, retail
- **Adoption of IT:** Strategic benefits, efficiency and effectiveness; costs, stakeholders, key issues
- **Role of Applications Software:** Modes: batch, interactive, transaction, real-time; data capture methods
- **Types of Software:** system, application, bespoke, specific and generic packages
- **Implementation:** Systems lifecycle stages, **techniques and methods, planning and project management**
- **Spreadsheets:** principles, formulas, functions, sort, formatting, charts, tables, macros, printing, linking

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### DIPLOMA IN BIS PART 2

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The **Diploma in BIS Part 2 is an In-Depth International Business Information Systems and Management Qualification** developing state of the art practical skills for rapid career advancement to senior management. The **Duration** is 6 – 10 months with Exams written in June or December. **Entrance:** *Diploma 1, a Degree or equivalent.* *Subject exemptions are considered for graduates.* The Course Structure comprises 5 subjects as follows:

**Principles of Programming, Networks and Distributed Systems, Quantitative Methods, Systems Analysis plus 1 Option: Human Resource Management (Management pathway) or Managerial Accounting (Accounting pathway)**

#### PRINCIPLES OF PROGRAMMING

- **Using Modern Software development** to edit, compile and run programmes eg. Visual Basic
- **Starting a New Programme:** writing and editing programme code, saving, back-up, compiling, errors
- **Compilers Vs Interpreters:** differences in operation and effects on development, deployment & maintenance
- **Data Types and Selection:** Integers, Long Integers, Reals, Strings, Booleans, Date/Time
- **Statements,** expressions and variables, Control constructs: If-Then-Else, For-Next, Test before or after
- **Logic, Arrays,** Built-in functions, Programmer-defined functions, parameters and types

#### NETWORKS AND DISTRIBUTED SYSTEMS

- **Standards:** bodies, de jure, de facto and proprietary standards bodies and regulators, ISO OSI 7-layer model
- **Data Communication Concepts:** End-to-end, Simplex, Duplex, Synchronous, Asynchronous, Digital, Analogue, Serial, Parallel transmissions, Media, Signals, Bandwidth, Modulation, Modems, Protocols
- **Local Area Networks (LAN's)** characteristics, topologies, transmission, media, access, systems, standards
- **Wide Area Networks (WAN's)** characteristics, topologies, mapping onto ISO model, TCP/IP, ISDN, circuits
- **Interconnection** methods: routers, bridges, brouters, gateways, modems, security, firewalls, encryption
- **Applications:** ISO and non-ISO protocols eg. FTP, SMTP, use in email, EDI, Internet, Intranet, Extranets

The Advanced Diploma in BIS is a Top Level International Business Information Systems and Management Qualification developing General Management and Leadership skills for **Advancement to Senior Management** within organisations or one's own business, in a Competitive Changing Global Business Environment.

The **Duration** is 6 – 10 months with Exams written in June or December. **Entrance:** *Diploma 2 or a relevant Business Degree or equivalent.* The Course Structure comprises 5 subjects as follows, with London School Diplomas available in each subject.

### Contemporary Application Development Methods

#### Managing Systems Change

#### Relational Database Applications

#### Internet Systems Development

plus 1 Option:

**Strategic Human Resource Management (Management pathway) or**

**Corporate Finance (Finance pathway)**

### CONTEMPORARY APPLICATION DEVELOPMENT METHODS

- **Modern application development** techniques and tools, including some guidelines of user interface design
- **Object-oriented Concepts:** object, state and properties, behaviour and methods, encapsulation, information hiding, class, inheritance, polymorphism, object and class relationships
- **Unified Modelling Language** diagrammatic notations, diagrams, state charts, use cases, sequences
- **Object-oriented Design:** simple method based on identifying classes, responsibilities and collaborations
- **Rapid prototyping:** iterative prototyping lifecycle, specification of first iteration, building and evaluation
- **Visual Development,** Event-driven environments, visual layout facilities, controls, properties, methods, access
- **User Interface Design Guidelines:** Consistency, shortcuts, informative feedback, closure, error handling, undo facilities, internal locus of control, reducing short-term memory load

### MANAGING SYSTEMS CHANGE

- **System Design Methods:** Traditional, Structured Design, Participative Design, Local technician Design, End-user Development Systems; User impact and Support; Centralisation vs Decentralisation; Policy Guidelines;
- **Design and Implementation Process:** Design team, Contractors, Experts vs End-user; Project management
- **Effective teamwork, leadership context, Agenda for implementing change, Corporate Culture and Politics, Problem solving and change approaches**
- **Assessing Systems Impact:** Socio-technical options, Stakeholder mapping, User requirements, prototyping, user evaluation, change diagnosis, management and transition skills, coping cycle, balanced scorecard
- **User tasks and Organisational Requirements:** human acceptability criteria, major changes, business process reengineering, impact on job design, rotation, enlargement, enrichment, empowerment, workgroups
- **Incremental vs Major Change;** Competitive benchmarking, Total quality management

### RELATIONAL DATABASE APPLICATIONS IN BUSINESS

- **Database** concepts and approach vs traditional file systems, components, evolution, range of applications
- **Database Analysis:** Entity-Relationship Model, Enhanced E-R Model, Business Rules, Object-orientation
- **Database Design:** Relational Data Model, structure, manipulation, integrity, Logic, Physical, Normalisation
- **Implementation:** SQL Standard, Data Definition Statements, Manipulation Statements eg. Insert, Query
- **Database Access** from client applications, forms and reports, visual basic, using COM and OLE for access
- **Client/Server Architectures, Distributed Databases, Data Administration, DBMS, Security, Performance**
- **Current Trends:** Object-oriented databases, Object Relational Databases, Data Warehousing

### INTERNET SYSTEMS DEVELOPMENT

- **Website** Development, Design, Construction, Programme, Management, Tools, Protocols, Paradigms, Issues
- **HTML Part 1,** publishing to a website, Protocols, servers, infrastructure, architecture, design and management
- **Design issues:** Aesthetics vs efficiency, content vs representation, multiple browsers, hypertext, visually impaired, international concerns, cross-media design
- **HTML Part 2:** Tables, forms, frames, style sheets, imagemaps
- **Java and ActiveX:** applets and other objects, writing simple Java, Active X, security, performance, Java Sandboxing, digital signatures, notions of trust, Use of Plug ins, Client side scripts, Server side scripts
- **CGI and Perl** programmes on the server, Security Technologies eg. S-HTTP, SSL, PPTP, Protocols
- **E-Commerce Issues:** Shopping carts, credit card authentication, micro-payments, e-cash, search engines
- **Intranet Design:** Business benefits, connecting to legacy applications, design issues, user involvement, publishing methods, email/news/groupware integration
- **Investigation of Current Issues:** eg. technologies such as XML, SMIL, IPv6, VRML

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## MINI-MBA IN HUMAN RESOURCE MANAGEMENT

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(See details on [www.abeuk.com](http://www.abeuk.com))

### **CERTIFICATE IN HUMAN RESOURCE MANAGEMENT: 9-12 months**

Entrance: No formal requirements. 4 Subjects: Introduction to Business, Introduction to Business Communication, Managing People, Personnel Administration

### **DIPLOMA IN HUMAN RESOURCE MANAGEMENT PART 1: 9-12 months; graduates are exempt**

Entrance: Certificate or over 21 with 2 years experience. 4 Subjects: Organisational Behaviour; Human Resource Management; Human Resource Development, Economic Principles and their application to Business

### **DIPLOMA IN HUMAN RESOURCE MANAGEMENT PART 2: 9-12 months, for graduates or equivalent**

Entrance: Diploma 1, a Degree or equivalent. 5 Subjects: Employment Relations, People Planning & Resourcing, Personnel Information Systems, HR Management in Action plus either: Business Law or Quantitative Methods

### **ADVANCED DIPLOMA IN HUMAN RESOURCE MANAGEMENT: 9-12 months, for business graduates**

Entrance: Diploma 2 or Business Degree or equivalent. 5 Subjects: Corporate Strategy and Planning; Management Organisation; Strategic Human Resource Management; Performance Management and Reward; Managing Organisational Change and Development

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## MINI-MBA IN MARKETING

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(See details on [www.abeuk.com](http://www.abeuk.com))

### **CERTIFICATE IN MARKETING: 9-12 months**

Entrance: No formal requirements. 4 Subjects: Introduction to Business, Introduction to Business Communication, Introduction to Marketing, Introduction to Quantitative Methods

### **DIPLOMA IN MARKETING PART 1: 9-12 months**

Entrance: Certificate or over 21 with 2 years experience. 4 Subjects: Principles of Marketing; Economic Principles and their application to Business; Organisational Behaviour; Quantitative Methods for Business & Management

### **DIPLOMA IN MARKETING PART 2: 9-12 months**

Entrance: Diploma 1, a Degree or equivalent. 5 Subjects: Marketing Policy, Planning and Communication; Marketing Information Systems; Marketing in Action Plus 2 Options from: Systems Analysis and Design, Human Resource Management or Principles of Business Law

### **ADVANCED DIPLOMA IN MARKETING: 9-12 months**

Entrance: Diploma 2 or Degree or equivalent NQF5. 5 Subjects: Corporate Strategy; Strategic Marketing Management; International Marketing Case Study; Strategic Integrated Marketing Communications; Contemporary Issues in Marketing

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## MINI-MBA IN FINANCIAL MANAGEMENT

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(See details on [www.abeuk.com](http://www.abeuk.com))

### **CERTIFICATE IN FINANCIAL MANAGEMENT 9-12 months**

Entrance: No formal requirements. 4 Subjects: Introduction to Business, Introduction to Business Communication, Introduction to Financial Accounting, Introduction to Cost and Management Accounting

### **DIPLOMA IN FINANCIAL MANAGEMENT PART 1 9-12 months**

Entrance: Certificate or over 21 with 2 years experience. 4 subjects

For details of the Syllabus for 2008 see [www.abeuk.com](http://www.abeuk.com).

### **DIPLOMA IN FINANCIAL MANAGEMENT PART 2 9-12 months**

Entrance: Diploma 1, a Degree or equivalent. 5 Subjects

For details of the Syllabus for 2008 see [www.abeuk.com](http://www.abeuk.com).

### **ADVANCED DIPLOMA IN FINANCIAL MANAGEMENT 9-12 months**

Entrance: Diploma 2 or Degree or equivalent NQF5. 5 Subjects

For details of the Syllabus for 2008 see [www.abeuk.com](http://www.abeuk.com).

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## LONDON SCHOOL SA PROGRAMMES TOWARDS ABE CERTIFICATES, DIPLOMAS AND ADVANCED DIPLOMAS

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London School offers the following short courses which may be taken towards ABE **Certificates, Diplomas and Advanced Diplomas, O and A Levels** over 6 –10 months Full-Time, Part-Time, Flexi-Study or In-House

Diploma **Entrance requirements:** Matric or equivalent qualifications or experience. Advanced Diploma: Diploma, Degree or equivalent qualifications or experience. Course outlines are as follows:

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### ACCOUNTING AND FINANCE

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(Towards Certificate, Diploma, O and A Level)

**Accounting and Finance aims** to develop the essential knowledge and skills necessary to understand and interpret financial information and to make informed business and financial decisions. The course is designed for students with no formal background in Accounting and Finance. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience. The course structure is as follows:

- **Introduction:** The Aims and Functions of Accounting and Financial Management in Organisations
- **Financial Statements:** Preparation of Balance Sheet, Income Statement and Cashflow Statements
- **Preparation of Company Financial Statements,** Consolidations and Financial Reporting
- **Accounting Systems:** Overview of the Accounting Process, Systems, Controls and Books of Account
- **Fundamental Principles** of Accounting, Financial Management and Corporate Governance
- **Financial Analysis:** Ratio Analysis, Performance Evaluation and Improvement
- **Management Accounting:** Costing, Breakeven Analysis, Management Reports and Decision-making
- **Financial Management Principles:** Profitability, Liquidity, Working Capital and Cashflow
- **Budgeting and Planning:** Principles of Financial Planning, Budgeting and Control
- **Sources and Types of Finance:** Debt, Equity, Gearing, Short-, Medium and Long-term Finance
- **Capital Structure and Gearing:** Types of Shares and Loans, Gearing ratios and Decisions
- **Investment Appraisal:** Risk, Return, Time Value of Money, Discounted Cashflow, Cost of Capital

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### BUSINESS COMMUNICATION AND PRESENTATION

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(Towards Certificate, Diploma, O and A Level Business Management)

**The course aims** to develop the essential knowledge and skills for effective communication and presentations in Business. The Diploma is designed for students with no formal background in Business Communication. Examinations may be taken separately and/or as part of the Mini-MBA Diploma. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience. The course structure is as follows:

- **Business Communication** and Information, Background, Theory, Principles and Processes
- **Methods of Communication** and Presentations including Written, Verbal and Non-verbal
- **Visual Communication,** Presentations, Audio-Visual Aids, Multi-media, Speeches and Displays
- **Meetings and Interviews:** Structure, Content, Listening, Documentation and Group Dynamics
- **Overcoming Barriers** to Effective Communication: Cultural, Interpersonal, Media, Noise etc.
- **Information Technology** and Communication Principles, Concepts and Applications
- **Telecommunications,** Hardware and Software Applications for Business Communication
- **Practical Applications** of Business Communication, Presentation and Information Skills

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## BUSINESS MANAGEMENT, DEVELOPMENT AND ENTREPRENEURSHIP

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((Towards Certificate, Diploma, O and A Level Business Management))

**Business Management and Entrepreneurship** is a dynamic course, which provides essential skills necessary for **success in any type of enterprise**, including small, medium and large businesses in the private or public sectors. The course provides a **comprehensive overview and practical competencies in all areas** of Business Management, including Entrepreneurship, Business Planning, Management, Organisation, Communication, Information Technology, Marketing, The External Environment, Human Resources, Production, Distribution, Accounting and Finance.

On completion of the course, you should have the key skills to draw up a **Business Plan** to start and run **Your Own Businesses** or to advance into **General Management**. The course forms part of the International Mini-MBA leading to an MBA degree. The course is available on a Full-Time, Part-Time, Flexi-Study or Seminar basis. Enrolment is continuous and Exams are written in June or December each year on completion of **practical assignments and real-life case studies**. **Entrance** requirement: Matric or equivalent prior learning. The **Course Structure** is as follows:

1. **BUSINESS ORGANISATION, PLANNING, DEVELOPMENT AND ENTREPRENEURSHIP**
  - **Business Organisations:** The nature and types of Business and Economic Systems
  - **Business Planning:** Vision, Mission, Business Definition, Objectives and Processes
  - **Entrepreneurship:** The pro-active drive for Success, Ownership, and Empowerment
  - **Key Skills:** Turning good ideas into good businesses, Constant Learning and Innovation
  - **Business Development:** Starting and running the business, building support and success
  
2. **THE EXTERNAL ENVIRONMENT**
  - **Identifying Key Issues,** Scenarios, Opportunities and Threats in the Environment
  - **Political, Economic,** Social, Cultural, Legal, Technological, Governmental and Global Factors
  
3. **MANAGEMENT AND ORGANISATION**
  - **Management Principles,** Practices, Roles and Functions, Motivation, Planning and Strategies
  - **Organisation, Leadership,** Control, Culture, Growth and Current Management Trends
  
4. **BUSINESS COMMUNICATION AND INFORMATION TECHNOLOGY**
  - **Communication:** Processes, Skills, Methods, Channels & Networks, Removing Barriers
  - **Information Technology:** Concepts, Hardware, Software, Systems, Internet, e-Business
  
5. **HUMAN RESOURCE MANAGEMENT**
  - **Objectives and Roles:** Managing People, Planning, Recruitment, Selection, Motivation
  - **Performance, Rewards,** Training and Development, Industrial Relations, Equity, Empowerment
  
6. **MARKETING AND SALES**
  - **The Marketing Concept and Mix:** Planning, Products and Services, Packaging, Pricing, Place, Promotion, Positioning, Research, Segmentation, Branding, Differentiation and Competitiveness
  - **Selling Skills and Processes;** Strategies, Presentations, Customer Relationship Management
  
7. **PRODUCTION, OPERATIONS AND DISTRIBUTION**
  - **Production** Objectives and Processes, Efficiency, Effectiveness, Purchasing, Stock Control, Quality, Just-in-Time, Bottlenecks, Networks, Technology, Automation and Computers;
  - **Distribution:** Channels, Methods, Logistics, Planning, Service Delivery & Satisfaction
  
8. **ACCOUNTING AND FINANCE**
  - Accounting** Principles, Practices & Systems
  - Financial Statements** and Reporting
  - Financial Analysis** and Control, Budgeting, Cashflow & Performance
  - Finance** and Investment, Types, Sources and Access to Finance

*(Towards Certificate, Diploma and A Level - not the University of London Diploma in Economics)*

**The course aims** to develop the essential knowledge and skills necessary to use economic analysis for effective business decision-making. The course is designed for students with no formal background in Economics. Examinations may be taken for the Diploma separately and/or as part of the Mini-MBA Diploma exams. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months.

**Entrance requirements:** Matric or equivalent qualifications or experience. The course structure is as follows:

- **Introduction:** Economic Concepts, Definitions, Principles and Theories
- **The Economic Problem,** Positive and Normative Economics, Different Economic Systems
- **MICROECONOMICS:** Principles and Applications: Demand, Supply, Markets, Prices and Intervention
- **Elasticities:** Prices, Income and Cross Elasticities of demand; Elasticities of Supply
- **Consumer Theory,** Diminishing Marginal Utility, Consumer Equilibrium
- Production **Possibility Frontier,** Diminishing Returns, Economies of Scale, average marginal and total Costs
- **Market Structures:** Perfect and Imperfect Competition, Monopoly, Oligopoly, Duopoly, Short- and Long-run
- **MACROECONOMICS** Pricing factors of production, factor & transfer earnings, rent, quasi-rent, policy issues
- **Government Regulation and Interventions:** public and merit goods, externalities, taxes and subsidies
- **Circular Flow of National Income,** National Accounts, measurement of GNP, problems and comparisons
- Macroeconomic Issues: Inflation, Unemployment, Economic Growth, Balance of Payments
- **Aggregate demand:** Consumption, Savings, Investment, Fiscal policy, foreign sector, national equilibrium
- **Fiscal Policy:** Government Expenditure, Taxation, Budget, Deficit and Surplus, Financing, Comparisons
- **Monetary Economics:** Money Functions, Supply and Demand, Monetary Policy, Interest Rates
- **Balance of Payments:** International Trade, Theories, Opportunity Costs, Tariffs, Trade Agreements
- **Application of Economic Principles** and Methods to Business Decision-Making
- **Introduction to International Economics,** Economics of Industry, Labour, Development and Public Sector
- **The Economic Environment,** Key Issues and their effects on business nationally and globally

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## BUSINESS LAW

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*(Towards Diploma or A Level Law)*

**The course aims** to develop the essential knowledge and skills necessary to use Business Law effectively for decision-making. The course is designed for students with no formal background in Accounting and Finance. Examinations may be taken for the Diploma separately and/or as part of the Mini-MBA Diploma exams. The course is available Full-Time, Part-Time, Flexi-Study or on a Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience. The course structure is as follows:

- **Principles of Law** including Statute, Common Law, Case Law and Legal Processes
- **Principles of Business,** Commercial and Company Law in National and International context
- **Law of Contract:** Basic Principles, Special Contracts, Sale, Lease, Hire, Agency, Employment
- **Bills of exchange:** nature, definition, purpose, negotiability, duties and liabilities, role of banks
- **Law of associations** and forms of ownership: legal entities, partnerships, types of companies
- **Principles of Consumer Law,** Employment and Industrial Relations Law
- **Application of Legal Principles** to diverse legal problems and business situations

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## FINANCIAL MANAGEMENT

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The **course aims** to develop the essential knowledge and skills necessary to understand and interpret financial information and to make informed business and financial decisions. The course is designed for students with no formal background in Accounting and Finance. Examinations may be taken for the Diploma separately and/or as part of the Mini-MBA Diploma exams.

The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience. The course structure is as follows:

- **Introduction:** The Aims and Functions of Accounting and Financial Management in Organisations
- **Financial Statements:** Preparation of Balance Sheet, Income Statement and Cashflow Statements
- **Preparation of Company Financial Statements, Consolidations and Financial Reporting**
- **Accounting Systems:** Overview of the Accounting Process, Systems, Controls and Books of Account
- **Fundamental Principles** of Accounting, Financial Management and Corporate Governance
- **Financial Analysis:** Ratio Analysis, Performance Evaluation and Improvement
- **Management Accounting:** Costing, Breakeven Analysis, Management Reports and Decision-making
- **Financial Management Principles:** Profitability, Liquidity, Working Capital and Cashflow
- **Budgeting and Planning:** Principles of Financial Planning, Budgeting and Control
- **Sources and Types of Finance:** Debt, Equity, Gearing, Short-, Medium and Long-term Finance
- **Capital Structure and Gearing:** Types of Shares and Loans, Gearing ratios and Decisions
- **Investment Appraisal:** Risk, Return, Time Value of Money, Discounted Cashflow, Cost of Capital

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## STRATEGIC FINANCIAL MANAGEMENT/CORPORATE FINANCE

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The **course aims** to develop Strategic Financial Skills for effective Business and Financial decision-making at Senior Management level. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance:** The Diploma or equivalent qualifications or experience. The Course Structure is as follows:

- **Strategic Financial Management Processes** within the Business and Economic Environment
- **Strategic Financial Analysis** including Profitability, Risk and Gearing
- **Stock Exchange indicators**, ratios and valuations of shares, businesses and other investments
- **Strategic Budgeting and Planning:** Management Applications and Performance Management
- **Strategic Information Technology and Systems** for effective Decision-making and Control
- **Sources of Finance**, The Stock Exchange, Workings of the Markets, Financial Instruments
- **Capital Budgeting**, Discounted Cashflow and Investment Appraisal
- **Capital Structure**, Dividend Policy, Risk, Return, Cost of Capital and Valuations
- **International Finance**, Foreign Exchange, Global Investment and Financing
- **Corporate Finance:** Financial Markets and Structuring
- **The nature and workings** of different forms of Securities, Derivatives, Options and Futures
- **Mergers and Acquisitions:** Financial and Non-Financial Strategic Factors
- **Integrating Strategic Management** with Financial Strategies

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### HUMAN RESOURCE MANAGEMENT

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The **course aims** to develop the essential knowledge and skills necessary to play an effective role in the Management of People within an Organisation or one's own business. Examinations may be taken for the course separately and/or as part of the Mini-MBA Diploma exams.

The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience

- **Human Resource Management:** Introduction, Overview and Objectives
- **Human Resource Planning:** Job Analysis, Inventory, Job Evaluation and Labour Markets
- **Resourcing, Recruitment and Selection:** Methods of Internal and External Recruitment and Selection
- **Training and Development:** Formal and Informal methods of Skills Transfer and Development
- **Remuneration, Motivation and Job Satisfaction:** Theories, Practical Methods and Key Issues
- **Leadership and Group Behaviour:** Basic concepts of facilitating group behaviour
- **Industrial Relations:** Essentials of Legislation, Bargaining, Substantive and Procedural Issues

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### STRATEGIC HUMAN RESOURCE MANAGEMENT

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The **course aims** to develop Strategic Human Resource Management and Leadership Skills at Senior Management level.

The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance:** The Diploma or equivalent qualifications or experience. The Course Structure is as follows:

- **Human Resource Management Approaches**, Strategies and Roles in a Changing Environment
- **Strategic Human Resource Management Roles** within a General Management Context
- **Strategic Human Resource Planning**, Recruitment, Selection and Performance Management
- **Integrating and Aligning Corporate Strategy** with Human Resource Strategies
- **Leadership, Group Dynamics**, Motivation, Satisfaction, Self-Management and Rewards
- **Organisation Development** Processes and Change Management Facilitation
- **The Psychological Contract of Work** as related to commitment, motivation and performance
- **The Learning Organisation** and Knowledge Management **applications**
- **Performance Management Systems**, Performance-related Remuneration
- **Strategic Training and Management Development** with Technology based applications
- **Network Organisation**, Self-Management, Multi-Skilling, Benchmarking and Outsourcing
- **Strategic Industrial Relations** Processes, Legislation, Conflict Resolution and Management
- **National Human Resource Development** and Skills Development Strategies
- **Key Human Resource Issues** including Globalisation, Transformation, Empowerment, Capacity Building, Skills Transfer and Managing Diversity in a Global Environment
- **New Models for Human Resource Management** in a changing competitive global environment
- **Case Studies in Strategic Human Resource Management** applied in different organisations
- **Strategic Human Resource Management Project Report** on an organisation of one's own choice, integrated within the overall Corporate and Business Unit Strategies

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## INFORMATION TECHNOLOGY MANAGEMENT

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The **course aims** to develop the essential knowledge and skills necessary to play an effective role in the management of Information Technology in an Organisation or one's own business. Examinations may be taken for the course separately and/or as part of the Mini-MBA Diploma exams. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance** requirements: Matric, equivalent qualifications or experience The Course Structure is as follows:

### Management Information Systems Concepts and Principles

- **Introduction** to Management Information Systems Concepts and Principles.
- **Information** and Data, Capture of Information, storage, processing and display.
- **Systems** ideas and applications to information handling.
- **Role of Information** Systems in Organisations. Use of Information by Managers.
- **Case studies** on information systems within organisations.

### Information and Communications Technologies

- **Computer Hardware**, Software and Development.
- **Representation of Data** in Computer Systems, files and databases.
- **Operating software**, applications packages and user written programmes.
- **Telecommunications** and the Internet. Introduction to programming concepts.

### Systems Development

- **The information** systems development lifecycle
- **Feasibility**, analysis, design, construction, changeover and operation.
- **Introduction to structured development** methodologies and prototyping. Data Modelling.
- **Criteria for Success**. End-user computing. Issues of the management of change.

### Practical Coursework:

- **Introduction to software packages:** spreadsheet, word processor and database eg.
- Excel, Word and Access. Analysis and design of small applications and mastery of the software.

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## ADVANCED INFORMATION TECHNOLOGY MANAGEMENT

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The **course aims** to develop and apply Strategic Information Technology Skills for Competitive Advantage at Senior Management level. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance:** The Diploma or equivalent qualifications or experience. The Course Structure is as follows:

### The Strategic Role of Information Technology in a Changing Competitive Global Environment:

- **Strategic Management** of Information Technology in a changing competitive global environment
- **Strategic Applications** of Information Technology developments within diverse business situations
- **Global Telecommunications Management**
- **Internet**, E-Business and Networking

### Strategic Applications of Information Technology for Competitive Advantage

- **IT Applications** in all areas and processes of the Business and Industry Value Chain including
- **Environmental Scanning**, Marketing, Operations, Procurement, Distribution, Finance and Administration
- **Financial Planning** and Modelling
- **Organisational** Networking
- **Human Resource** Management
- **Global Operations**

### Strategic Systems Development Including

- **Participative** Systems Analysis, Design and Change Management
- **Strategic** Objectives and Management Processes
- **Accelerated** Pro-typing and Implementation
- **Executive** Systems, End-User Computing, Expert Systems

### Strategic Information Systems Management Project Report:

- **In-depth Report** on a practical Strategic Information Systems Project, presentable at senior level

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## MARKETING MANAGEMENT

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**The course aims** to develop the essential knowledge and skills necessary for an effective Marketing role within an Organisation or one's own business. The course is designed for students with no formal background in Marketing. Examinations may be taken for the course separately and/or as part of the Mini-MBA Diploma exams. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. The duration is 6 – 10 months. **Entrance requirements:** Matric or equivalent qualifications or experience

- **Marketing Principles** in a Competitive Changing Environment
- **The Marketing Concept and Orientation**
- **The Marketing Mix** including Planning, Product/Service, Packaging, Price, Place, Promotion, Positioning, Physical Distribution
- **The Promotions Mix including:** Advertising, Personal Selling, Direct Marketing, Publicity and Public Relations, The Internet and Electronic Commerce
- **Branding and Product Differentiation**
- **The Product Life Cycle**, Portfolio Analysis, the BCG and GE Matrixes
- **Market Research, Market Segmentation**, Consumer Behaviour and Competitor Analysis
- **Customer Relations Management** and One-to One Marketing concepts and techniques
- **International and Global Marketing** Principles, Trends and Key Issues
- **Application of Marketing and Promotions** principles to diverse practical business situations and case studies

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## ADVANCED STRATEGIC MARKETING MANAGEMENT

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The **course aims** to develop Strategic Marketing Skills at Senior Management level in a Competitive, Changing Global Environment. The course is available Full-Time, Part-Time, Flexi-Study or on an intensive Seminar basis. Examinations may be taken for the course separately and/or as part of the Mini-MBA Diploma exams. **Entrance requirements:** Diploma in Marketing Management or equivalent qualifications or experience. The duration is 6 – 10 months. The Course Structure is as follows:

- **Strategic Marketing Management** Approaches and Philosophies in an International context
- **Integrated Strategic Marketing** and Management Processes in Competitive Global Markets
- **Aligning Corporate Strategies**, Business Unit Strategies and Marketing Strategies
- **Strategic Marketing** and Communications Methods and Models
- **Strategic Consumer** and Service Marketing Concepts and Models
- **Strategic Industrial** and Business Marketing Models and Tools
- **Strategic Industry** and Competitor Analysis for Competitive Advantage
- **Porter's Generic Strategies:** Cost Leadership, Differentiation and Focus
- **Competitive Marketing Strategies:** Positioning, Branding and Outpacing Strategies
- **Strategic Market Segmentation**, Research, Target Marketing and Marketing Networks
- **The Marketing Organisation**, Customer Service and Relationship Management
- **Strategic Marketing and Sales Management** Processes and Techniques
- **Key Issues and Trends** in Strategic International and Global Marketing
- **Cultural Diversity** Management and its impact on Strategic Global Marketing
- **Strategic Marketing Applications** of Telecommunications, the Internet and E-Commerce
- **Development and Implementation** of practical Strategic Marketing Plans in diverse industries

The **course aims** to develop **State of the Art Skills** in the Dynamic Strategic Management Process in a Changing Global Environment; and **World-Class** Strategies and Business Plans for growth, profitability and competitive advantage. The course is designed for **Managers and Entrepreneurs** wishing to master the art of Strategic Management for advancement into general management. The course is available **Full-Time, Part-Time or Flexi-Study** over 6 to 10 months or on an intensive **Seminar** basis.

**STRATEGY PROCESSES AND FRAMEWORKS:** The Power and Range of Continuous, Participative, Creative, Emergent Strategic Management and Thinking Processes, Frameworks and Perspectives.

**STRATEGIC ENVIRONMENTAL ANALYSIS:** Identifying Key Issues, Trends, Scenarios, Opportunities and Threats in a Changing Global Environment including Political, Economic, Social, Cultural & Technological Factors.

**STRATEGIC INDUSTRY AND COMPETITOR ANALYSIS:** In-depth assessment of Industry Structure, Dynamics, Forces and Value Chains to Develop Strategies for Sustainable Competitive Advantage and Superior Performance.

**STRATEGIC INTERNAL BUSINESS ANALYSIS:** Evaluating Business Processes, Competencies, Value Chains, Networks, Strengths and Weaknesses in all areas of the organisation, including Financial, Marketing, Operations, Logistics, Management, Organisation, Human Resources, Technology and Overall Performance.

**STRATEGY DEVELOPMENT AND FORMATION:** The Continuing, Emergent, Participative and Creative Process of Strategy Formation and Implementation. Identifying Key Issues, Key Objectives and Critical Success Factors. Generating and Evaluating Creative Strategic Alternatives and Models, including Competitive Strategies, Grand Strategies, Growth Strategies, Product/Market and Portfolio Strategies and Synergies.

**STRATEGY IMPLEMENTATION AND CHANGE MANAGEMENT:** Facilitating Strategy Implementation and Change Management in different organisational contexts. Key Issues including Leadership, Management Key Result Areas and Indicators, Culture, Ownership, Empowerment, Change Processes, Politics, Transformation, Innovation and Entrepreneurship. Strategic Business Planning including Strategic Action Plans, Budgeting, Financial Modeling, Performance Management and Reward Systems, Strategic Information Systems and Review

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**ADVANCED STRATEGIC MANAGEMENT / CORPORATE STRATEGY**

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The **course** is designed for experienced **Senior Executives, Graduates and Professionals** wishing to enhance their Skills at **Board Level**. The course includes a Strategic Management Project Report. **Entrance** requirements: Diploma, Degree or equivalent qualifications or experience. The course is available **Full-Time, Part-Time or Flexi-Study** over 6 to 10 months or on an intensive **Seminar** basis.

**STATE OF THE ART STRATEGIC PERSPECTIVES:** Critique of current theories and approaches to Strategic Management as part of the major Project and Report

**ADVANCED STRATEGIC ANALYSIS:** Global Scenarios for Business & Economic Growth and Development; Comprehensive Strategic Business Analysis and detailed financial analysis as part of the major Project

**ADVANCED INDUSTRY AND COMPETITOR ANALYSIS** In-depth analysis of industries in Global context

**STRATEGIC MANAGEMENT ORGANISATION** Strategic Alignment, Advanced Analysis and Development of Business Models & Processes, Management & Leadership, Organisational Networks, Performance Management; **Detailed Strategic Action Plans and Implementation Processes**

**INTERNATIONAL BUSINESS:** In-depth study of international business processes and global trends, including case studies ranging from exporting to multinational and global operations management

**CORPORATE AND BUSINESS STRATEGIES:** **Nurturing the emergence and delivery of powerful strategies at corporate and business unit levels, strategic alignment and alliances, global strategic implications;** Change Management Strategies, Globalisation Strategies, Functional Strategies and Overall Business Strategies. Detailed Corporate and Business Unit Strategies as part of the major Project and Report.

**CASE STUDIES IN STRATEGIC MANAGEMENT AND INTERNATIONAL BUSINESS:** Application of Strategic Management techniques to selected Organisations. Development of Strategic Business Plans and Implementation Processes for various businesses and organisations.

**COMPREHENSIVE STRATEGIC MANAGEMENT PROJECT REPORT** including detailed strategic analysis, strategy development and facilitation of the Strategy Process in a practical business environment.

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## LONDON SCHOOL SA

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### STRATEGIC PROJECT MANAGEMENT

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The course is designed to master the art of integrated Strategic Management and Project Management. The course is offered on a Full-Time, Part-Time, Flexi-Study over 6 – 9 months or on Seminar basis over four days plus self-study. Assessment is by Examination and a Case Study Project Report. Entry requirements: Diploma: Matric or NQF4 or equivalent

#### **OVERVIEW: STRATEGY PROCESSES AND FRAMEWORKS**

- State of the Art Skills in Strategic Project Management in a Changing Global Environment
- World-Class Strategic Business Project Plans and Processes applied to practical Projects
- The Power and Range of Continuous, Participative, Creative, Emergent Strategic Project Management and Thinking Processes, Frameworks and Perspectives.

#### **VISION AND MISSION**

- Development of a coherent Strategic Vision and Mission for an organisation and Projects, including Business Definition, Purpose, Values, Culture, Goals, Stakeholders and Strategic Business Units

#### **STRATEGIC ENVIRONMENTAL ANALYSIS**

- Identifying Key Issues, Trends, Scenarios, Opportunities and Threats in the Changing Global Business Environment, including Political, Economic, Social, Cultural and Technological Factors.

#### **STRATEGIC INDUSTRY AND COMPETITOR ANALYSIS**

- In-depth assessment of Industry Structure, Dynamics, Forces and Value Chains in order to Develop Robust Strategies for Sustainable Competitive Advantage and Superior Performance in Global context.

#### **STRATEGIC INTERNAL BUSINESS AND PROJECT ANALYSIS**

- Evaluating Business and Project Processes, Competencies, Value Chains, Networks, Strengths and Weaknesses in all areas of the organisation, including Financial, Marketing, Operations, Logistics, Management, Organisation, Human Resources, Technology and Overall Performance.

#### **STRATEGY DEVELOPMENT AND FORMATION**

- The Continuing, Emergent, Participative and Creative Process of Strategy Formation and Implementation. Identifying Key Issues, Key Objectives, Critical Success Factors and Project Management Strategies

#### **STRATEGIC PROJECT IMPLEMENTATION AND CHANGE MANAGEMENT**

- Facilitating Strategic Project Implementation and Change Management in different organisational contexts.
- Strategic Business and Project Planning including Action Plans, Budgeting, Financial Modelling, Performance Management, Reward Systems, Strategic Information Systems and Review Processes.
- Project Review and Control Models including Critical Path Analysis, Pert Charts and IT Systems.

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### ADVANCED STRATEGIC PROJECT MANAGEMENT

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The course is designed to apply the art of integrated Strategic Management and Project Management in a practical project environment. The course is offered on a Full-Time, Part-Time, Flexi-Study over 6 – 9 months or on Seminar basis over four days plus self-study. Entry requirements: NQF5 Degree, Diploma or equivalent. Assessment is by Examination and a detailed Case Study Project Report

#### **ADVANCED STRATEGIC PERSPECTIVES AND SCENARIO ANALYSIS**

- Critique of current theories and approaches to Strategic Management as part of the major Project and Report
- Global Scenarios for Business and Economic Growth and Development

#### **ADVANCED PROJECT, INDUSTRY AND COMPETITOR ANALYSIS**

- In-depth analysis of industries and project management requirements in Global context

#### **STRATEGIC PROJECT MANAGEMENT ORGANISATION**

- Strategic Alignment, Advanced Analysis and Development of Business Models & Processes, Project Management & Leadership, Organisational Networks, Performance Management

#### **INTERNATIONAL BUSINESS AND PROJECT MANAGEMENT**

- In-depth study of international business processes and global trends, including case studies ranging from exporting to multinational and global project management

#### **CORPORATE, BUSINESS AND PROJECT MANAGEMENT STRATEGIES**

- Nurturing the emergence and delivery of powerful project management strategies at corporate and business unit levels, strategic alignment and alliances, global strategic implications
- Generating and Evaluating Creative Strategic Alternatives and Models, including Competitive Strategies, Grand Strategies, Detailed Corporate, Business and Functional Strategies including Growth, Competitiveness, Product/Market Portfolios, Synergy, Change Management, Globalisation,
- Strategic Alliances and current trends in the business environment
- Key Issues including Leadership, Key Result Areas and Indicators, Culture, Ownership, Empowerment, Change Processes, Politics, Transformation, Innovation and Entrepreneurship

#### **CASE STUDIES IN STRATEGIC PROJECT MANAGEMENT AND INTERNATIONAL BUSINESS**

- Application of Strategic Project Management techniques to selected Businesses. Development of Strategic Business Plans and Implementation Processes for various businesses and projects. Comprehensive Strategic Management Project Report and Facilitation of the Strategy Process in the practical business environment.

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**LONDON SCHOOL SA**  
**DIPLOMA IN SPORTS MANAGEMENT**

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***Endorsed by the South African Sports Commission (Formerly NSC)***

The Diploma in Sports Management is an innovative programme covering all key aspects of sports management, as developed by experts in the field. With the continuing high growth in the world of sport, the programme opens up exciting career opportunities in the diverse fields of sport and management, both in South Africa and internationally. The programme is designed to develop competencies in all core areas as well as specific career opportunities, with real-life exposure through practical case studies and assignments. The Programme is available **Full-Time, Part-Time, Flexi-Study** (Distance Learning with periodic contact sessions) or **In-House**. The Programme is run on a flexible modular basis with a **duration of 6 to 10 months**, with continuous enrolment. **Examinations** may be taken in June or December each year on completion of all assignments. **Entrance:** Matric, Certificate or adults with 2 years experience. **Course Structure:** All Core Modules; **Additional Full-time Subjects:** Business Management / Organization Behaviour; Business Communication and Accounting – see outlines page 9.

**THE WORLD OF SPORT:** Introduction and Objectives; **Career Opportunities** in the World of Sport; **Sports Organisations** from International to Local Levels; **Sports Structures:** Associations, Codes, Leagues, Clubs, Events and School Sports; **The Market for Sport**, Sports Products, Sponsorship and Marketing through Sport, Sports Participation, Spectatorship and Media Audiences; Major Trends and Developments in the World of Sport

**SPORTS MARKETING AND SPONSORSHIP:** **Sports Marketing Principles:** Introduction and Overview of the Marketing Mix; **Marketing of Sport:** Marketing of Sports Codes, Clubs, Events, Sports-persons etc.; **Marketing Products and Organisations through Sport** for Competitive Advantage; **Sponsorship Marketing:** Identifying, Planning, Selling and Managing Sponsorship; **Sports Promotion:** The Promotions Mix including Public Relations and the Media; **Sports Market Research**, Marketing Strategy and Methods; **Event Management**, Marketing, Public Relations and Promotion

**SPORTS PSYCHOLOGY:** Introduction and Overview: Sports Psychology around the World and at the Olympics; **The Psycho-Physiology** of Sports Performance: The Athletes Mind and Body Functioning; Managing Stress, Anxiety, **Arousal** and Sports Performance; **Relaxation**, Visualisation, Mental Imagery Training, **Concentration**, Attention and Focus, Assessment and Training; **Goal-Setting, Motivation**, Self-Management, Confidence and Esteem Building; **Personality, Character Building**, Sports Ethics and Values; **Mental Training Programmes**, Strategy, Tactics and Applications on the Field of Play

**SPORTS COACHING AND TRAINING:** Introduction and Objectives: The Ecology and Psychology of Coaching; **Management and Organisation** of Coaching and Training: Principles, Practices, Resources; **Coaching and Training Programmes:** Annual Programme Periodisation for Competitions; **Physical Fitness** Principles, Factors and Components for Different Sports; **Technical, Tactical and Strategic Training;** Game Plans, Flexibility and Variation; **The Roles of and Relationships** between Coach, Manager, Player, Team and Professionals; **Nutrition and Lifestyle** Principles and Management; **Integrated Training Programmes**

**SPORTS MEDICINE:** **Anatomy** Systems and Terms: Musculoskeletal, Neural, Cardiovascular, Respiratory **Physiology** Systems and Terms: Biochemistry, Cardiovascular, Respiratory, Energy; Nutrition; **Sports Injuries:** Classification, Examination, Treatment and Prevention; **First Aid:** Cardio-Pulmonary Resuscitation, Fractures, Bleeding, Medical Bag; **Drugs in Sport:** Rules, Classification, Testing, Education, Prevention and Treatment

**SPORTS BUSINESS MANAGEMENT, LAW AND DEVELOPMENT:** Introduction and Objectives: Sports Business Management and Professional Management; **Managing Sports** Codes, Teams, Clubs, Leagues, Events and Sports-Persons; **Business Management** Principles, Strategy, Planning, Leadership & Organisation in Sport **Financial Management**, Budgeting and Control in Sport; **Sports Law:** Principles of Contract, Delict, Statute, Insurance, Medical Law etc.; **Sports Development:** Principles, Programmes, Funding, Skills and Transformation.

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**ADVANCED DIPLOMA IN SPORTS MANAGEMENT**

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The Advanced Diploma aims to apply the Advanced Sports Management and Strategic Management Skills at Senior Level within the World of Sport. **Entrance:** Graduates with the Diploma or an NQF5 Qualification and 2 years experience. The **duration is 6 to 10 months. Assessment is by Examination and a Detailed Report:**

**ADVANCED STRATEGIC SPORTS MANAGEMENT PROJECT REPORT** on a **relevant practical sports project presentable at national and international level** incorporating:

**ADVANCED APPLICATION OF ALL SPORTS MANAGEMENT MODULES** in the Diploma in Sports Management

**ADVANCED DIPLOMA IN BUSINESS MANAGEMENT MODULES** including Strategic Management, Financial Management, Strategic Human Resource Management and Strategic Marketing Management

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## LONDON SCHOOL SA

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### MBA SUPPORT PROGRAMME

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London School of Business SA provides a unique Support Programme for a **number of leading MBA Degrees** and Post-Graduate Management Diplomas. Students register separately for the MBA Degree with the relevant University, subject to the applicable entry requirements, fee structures and study programmes. Typical MBA entry requirements: a Bachelors or Honours Degree or Equivalent and the Gmat exam plus two years experience. The duration of typical MBA's is 24 to 30 months. Fees: The separate fees for the Support Programme are structured on a subject basis – refer Registration Form and course fees. Typical MBA Core Courses which overlap with the Advanced Management Diploma include variations of the following with a focus on Strategic Global Management:

#### **STRATEGIC MANAGEMENT/CORPORATE STRATEGY/BUSINESS STRATEGY/ BUSINESS CASE STUDIES**

- **Strategy Processes**, Frameworks and Perspectives in a Dynamic Competitive Environment: A Critical Review
- **Strategic Vision**, Mission, Stakeholders, Values, Goals, Objectives and Competencies
- **Strategic Analysis**: External, Internal, Industry and Competitors, Processes and Value Chains
- **Strategy Development**: Key Issues, Success Factors, Strategy Models, Evaluation and Choices
- **Strategy Implementation** and Review: Organisation, Management, Culture, Politics and Change
- **Application of Strategic** Management techniques to diverse Case Studies and to Business of ones choice
- **Development**, Facilitation and Implementation of a Strategic Business Plan for a Real-Life Business

#### **STRATEGIC FINANCIAL MANAGEMENT/ CORPORATE FINANCE/ACCOUNTING & FINANCE**

- **The Financial Environment**, Financial Statements, Information Systems, Reporting & Decision-making
- **Financial Analysis**: Profitability, Liquidity, Risk, Working Capital, Cashflow and Costing
- **Sources of Finance**, The Stock Exchange and the Workings of the Financial Markets
- **Capital Budgeting**, Discounted Cashflow and Investment Appraisal
- **Capital Structure**, Dividend Policy, Risk, Return, Cost of Capital and Valuations
- **International Finance**, Investment and Foreign Exchange

#### **STRATEGIC MARKETING MANAGEMENT/INTERNATIONAL MARKETING**

- **Integrated Strategic Marketing** and Planning Processes in Competitive Global Markets
- **Application of Practical Strategic** Marketing and Communications Methods and Models
- **Application of Strategic Consumer** and Service Marketing Concepts and Models
- **Application of Strategic Industrial** and Business Marketing Models and Tools
- **Key Issues and Trends** in Global Marketing, Telecommunications, Internet and E-Commerce

#### **STRATEGIC HUMAN RESOURCE MANAGEMENT /ORGANISATIONAL BEHAVIOUR**

- **Human Resource Management** Approaches, Strategies and Roles in a Changing Environment
- **Strategic Human Resource** Planning, Recruitment, Selection and Performance Management
- **Leadership**, Group Dynamics, Motivation, Training & Development, Self-Management and Rewards
- **Strategic Industrial Relations** Processes, Legislation, Conflict Resolution and Management
- **Key Issues** including Globalisation, Transformation, Empowerment and Skills Transfer
- **Organisational Structure** and design, linkages to strategic management, technology and change
- **Organisation Theories**, Processes, Environments, Planning and Decision-Making
- **Organisational Goals** and Mission Statements, Performance and Comparative Analysis
- **Organisation Development**, Change Management, Culture and Social Responsibility

#### **STRATEGIC INFORMATION TECHNOLOGY MANAGEMENT**

- **Principles of Information Technology** and Management and Executive Information Systems
- **Computer Architecture**, Telecommunications, Networking, Systems Analysis and Development
- **The Strategic Role** of Information Technology in a Changing Competitive Environment
- **Application of Information Technology** within diverse business situations
- **Information Systems**: Challenges and Opportunities, Organisation and Decision-making and Support
- **Computers, Information** Processing, Data Management, Systems Development & Implementation
- **Telecommunications**, the Internet, Enterprise Networking and Knowledge Management

**ELECTIVES:** Typical Electives include two or three of the following range of subjects:

- **Specialist Subjects** such as Global Financial Markets, Global Marketing, Business Law, Leadership, Change Management, Entrepreneurship, Venture Capital etc.
- **Field Study or Regional Themes** such as Emerging Markets, European Union, Asia/Pacific, Africa, Americas, Multinational Enterprise etc.

**STRATEGIC BUSINESS PLAN AND RESEARCH PROJECT:** Most MBA's require an in-depth Research Project in a specific field of business management, which contributes to knowledge and practice in the field.

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## LONDON SCHOOL SA

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### CAREER AND BUSINESS DEVELOPMENT PROGRAMME

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**The Career and Business Development Programme (CBDP)** aims to provide you with valuable skills to assist you in the process of planning and managing your Career and Business Development Process. The Programme is geared to a wide range of people, including Professionals, Managers and Staff, Entrepreneurs starting or managing their own businesses, youth and people seeking to start out on a new career. The CBDP should also have an impact on your personal and business development in general. The Programme is run on a Workshop, Personal Consultation or In-House Seminar basis, including the following modules:

**Introduction, Objectives and Overview:** Getting to Know You; Where You are coming from and Where You are Going; Setting Your Objectives for the Programme; Overview of the Programme. **Being Pro-Active:** Taking Control of Your Life; "You are the President of Your Own Life"; Becoming Independent and Interdependent; **Vision, Values, Passion and Goals:** Charting the Course of your Life and your Career; **Visualisation,** Relaxation and Creativity: Unleashing the Power of your Mind; Right Brain Thinking; **Beginning with the End in Mind,** Identifying your Vision, Values, Passion & Goals;

**Personal SWOT Analysis:** Identifying your Personal Strengths, Weaknesses and Competencies; External Opportunities and Threats; Market Needs and Opportunities; Education and Training Needs. **Key Issues, Objectives and Critical Success Factors:** What You Need in Order to Realise Your Vision; Setting Specific Objectives, & Priorities: Putting First Things First

**Strategy Development:** Generating and Evaluating Strategic Alternatives, Choices and Guidelines for your Career and Business Development; Building Opportunities and Networks. **Entrepreneurial Business Planning:** Developing a Passion for Success; Turning Good Ideas into Great Businesses; Starting and Building a Business; Effective Business Management; **Creating Personal and Business Wealth:** Making Money through Astute Financial Planning; Defining Your Financial Needs and Objectives; Learning the Fundamental Rules of the Game **Action Plans:** Do It Now; Marketing Yourself: Your Profile, Proposals and Presentations; Time Management; Energised Self-Management; Follow-up Process: Keep it Going

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### OTHER PROGRAMMES AND SERVICES

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Support Programmes are available for a number of internationally recognised degrees examined by various universities (refer detailed Prospectuses), including:

- **BBA:** Bachelor of Business Administration
- **B Com:** Bachelor of Commerce
- **B A:** Psychology and Social Sciences

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### NATGROWTH, NATGROWTH FUND, DEVBANK AND DEVGROWTH

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London School associates, **NATGROWTH:** National, Africa and Global Growth, Development and Investment Programme and **DEVGROWTH** Strategic Management and Financial Services, provide State of the Art **Strategic Business Management and Financial** Consulting and Training Services for a wide range of Organisations on an Open or Customised In-House basis (refer [www.natgrowth.co.za](http://www.natgrowth.co.za)). **Programmes and Services** include:

- **Natgrowth:** National, Africa and Global Growth Programme
- **Growth and Development Summit (GDS)** Implementation Programmes
- **Integrated Development Programmes** and Local Economic Development
- **Strategic Management** and Financial Management
- **Strategic Business Growth** and Development
- **Strategic Business Planning** and Investment proposals
- **Performance Management** and Profitability Improvement
- **Business** and Career Development

**NATGROWTH FUND** and **NATGROWTH DEVBANK** provide unique Investment and Development Banking Services focused on raising finance for business growth and development projects in the domestic and global markets, with value-added strategic and financial management support services. Services and focus areas include:

- **Investment** and Development Banking
- **Corporate,** Business and Project Finance
- **Public Private** Partnerships
- **Broad-based Black** Economic Empowerment
- **Private Equity** and Structured Finance
- **Natvest:** "The Black Sanlam" Project