



L O N D O N
School of University Studies
INTERNATIONAL CAMPUS

London School of Business SA *Prospectus 2012*

*Full-time, Part-time and Flexi-study Tuition
Towards Top International Qualifications, Recognised by the
SAQA Centre for the Evaluation of Foreign Qualifications*

Mission and Vision

*World-Class Leadership, Management, Business and Career
Development in all Spheres of Business and Government*

Association of Business Executives (ABE) Mini-MBA Diplomas, Higher Diplomas Graduate Diplomas and Postgraduate Diploma

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

London School SA Short Courses

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

Cambridge International Examinations (CIE)

Registered Centre Attached to the British Council
GCSE O and A Levels including Accounting, Business Studies,
Commerce, Economics, English, Law, Maths, Sociology

University of London (UoL)

Degrees and Diplomas for Graduates

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

In Association with

Natgrowth National & Africa Growth, Development & Investment Centre
Natvest: Natgrowth Investments National & Africa Growth Investments
Natgrowth Devbank Development & Investment Banking Services
I'Africa Iyathuthuka Investment Holdings and Trust (non-profit)
Devgrowth Strategic Management & Financial Services

Build a World Class Career with a Top

International Qualification in South Africa

LONDON SCHOOL SA PROSPECTUS CONTENTS

LONDON SCHOOL SA AND YOUR CAREER: Introduction, Benefits, Directions	1
THE ASSOCIATION OF BUSINESS EXECUTIVES: ABE Programme Structure, Mini-MBA Diplomas, Higher Diplomas, Graduate and Postgraduate Diplomas in Business Management, Management of Information Systems, Financial Management, Marketing, Human Resource Management; Travel, Tourism & Hospitality	2
LONDON SCHOOL SA: Short Courses towards ABE Diplomas, Higher Diplomas & Graduate Diplomas	14
Business Management, Business Communication, Accounting and Finance, Economics, Business Law, Financial Management, Human Resources, Information Technology, Marketing, Strategic Management, Strategic Human Resources, Strategic Marketing, Strategic Project Management; Sports Management	
CAMBRIDGE INTERNATIONAL EXAMINATIONS: GCSE O and GCE A Levels	24
UNIVERSITY OF LONDON: Degrees, Diplomas for Graduates and Access Programme	24
Accounting & Finance, Banking & Finance, Business, Business Administration, Development & Economics, Economics, Information Systems & Management, Management, Sociology, Politics, International Relations, LLB Laws, Law with Accounting, Law with Management, LLM	
OTHER PROGRAMMES AND SERVICES	32
MBA, BBA, B Com Support Programmes; Business and Career Development; In-house Seminars; Consulting Services, Natgrowth, NatGrowth Fund, Natvest, Devbank, Devgrowth, IAFrika Iyathuthuka	

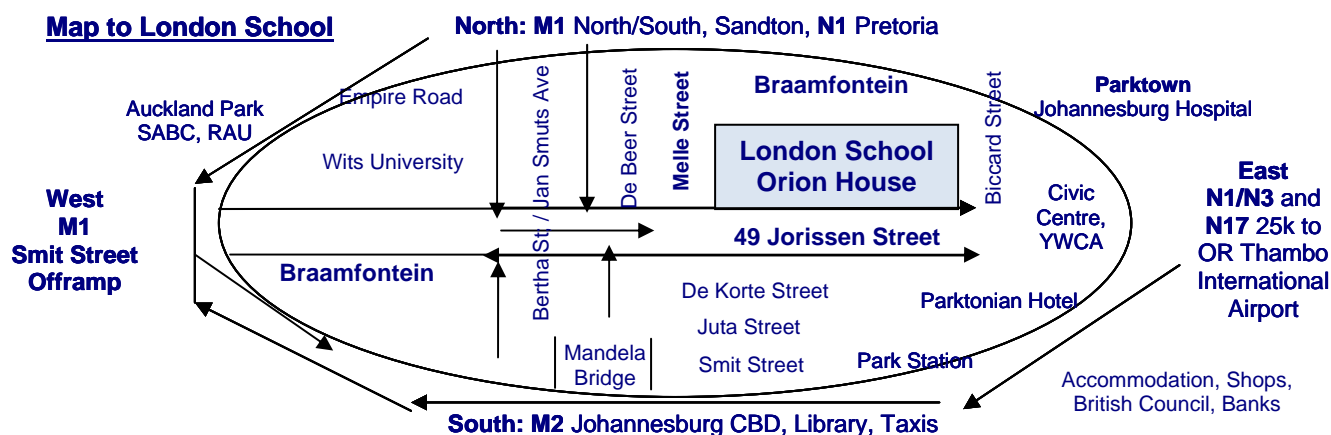
LONDON SCHOOL SA AND YOUR CAREER

London School SA is an independent educational organisation established in 1993, providing tuition towards **international 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** or at other centres throughout the world. **London School** has enrolled over **3 700** 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 Internationally Recognised** Qualifications also recognised by SAQA in SA
- **Personal Attention** in Small Groups
- **Practical Business, Career** and Personal Development Skills and Support
- **Opportunities for Business Development**, Career Advancement and Self-employment
- **Highly Qualified**, Experienced and Dedicated Lecturers
- **Flexible Entry Levels** from Open Entry 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 location** in the education area of Braamfontein, near to accommodation, shops and facilities
- **International Exchange** opportunities

Executives: Eric Stillerman B Soc Sc BA Hons BAcc MA CA(SA), Principal and CEO; Lisanias Mupambireyi BSc Econ Lon AMD IMM*; Boniface Okanga LLB Lon LLM MBA DCJFI*; Cameroon Shan LLB Lon*; Chrispin Mwaba BSc Comp Sc; Artie Phatlane NDE, COO; Non-executive: Dr Colin Lawrence Phd Chicago UK* (*Non-SA)

Contact Details: Tel +27 (0)11 403-5483/4/5; Fax +27 (0)11 403-3237; Address: 11th Floor Orion House, 49 Jorissen Street, Braamfontein, Johannesburg, South Africa; Postal: PO Box 890695 Lyndhurst 2106 South Africa;
Email: admin@londev.co.za; intercam@global.co.za; **Website:** www.londev.co.za; **Links:** **ABE** www.abeuk.com;
U of London www.londonexternal.ac.uk; **Cambridge** International www.cie.org; **Natgrowth** www.natgrowth.co.za;



MINI-MBA (MMBA) DIPLOMAS

ABE Diplomas Pathways	BUSINESS MANAGEMENT		
	Financial Management Pathway	Business Management Pathway	Management of Information Systems Pathway
DIPLOMA LEVEL 4 3 Core Units 1 Option <i>Open Entry</i>	Introduction to Business Introduction to Business Communication Introduction to Quantitative Methods		
	Accounting for Financial Managers	Introduction to Accounting	Intro to Management Information Systems
HIGHER DIPLOMA LEVEL 5 <i>Entry – L5 Diploma or 2 Years Work</i> 6 Core Units 2 Options	The Business Environment Organisational Behaviour Human Resource Management Marketing Policy, Planning and Communication Financial Accounting Quantitative Methods		
	<i>Systems Management and Internal Financial Controls</i>	Principles of Business Law Economics for Business Managerial Accounting	Information Systems Applications Information Systems Development Managing the Customer Relationship
GRADUATE DIPLOMA LEVEL 6 3 Core Units 2 Options * Note: Marketing Diploma L6 4 Core Units 1 Option	Corporate Strategy and Planning Managing in Organisations International Business Case Study		
	Corporate Finance International Business Finance and Planning	Corporate Finance Strategic Marketing Management Strategic Human Resource Management Project Management	Information Systems for Management Project Management
POSTGRAD DIPLOMA IN BUSINESS MANAGMT LEVEL 7 5 Units	Strategic Management and Business Planning Managing Financial Resources and Performance Leadership, Change and People Performance Research Methods Applied to Marketing Corporate Strategy, Governance and Ethics		

THE ASSOCIATION OF BUSINESS EXECUTIVES (ABE)

MINI-MBA (MMBA) DIPLOMAS

ABE Diplomas	HUMAN RESOURCE MANAGEMENT	MARKETING MANAGEMENT	TRAVEL, TOURISM AND HOSPITALITY
DIPLOMA LEVEL 4 3 Core Units 1 Option Open Entry	Introduction to Business		
	Introduction to Business Communication		
	Managing People	Intro to Quantitative Methods	Intro to TTH
	Personnel Administration	Introduction to Marketing	Introduction to Marketing
HIGHER DIPLOMA LEVEL5 Entry – L5 Diploma Or 2 Years Work 6 Core Units 2 Options	The Business Environment		
	Organisational Behaviour		
	Human Resource Management	Marketing Policy, Planning & Communication	Travel, Tourism & Hospitality (TTH)
	Human Resource Development	Principles of Marketing	TTH Operations Management
	People Planning	<i>Managing the Customer Relationship</i>	<i>Managing the Customer Relationship</i>
	Employment Relations	Marketing Information Systems	Information Technology in TTH
	<i>Principles of Business Law</i>	<i>Principles of Business Law</i>	<i>Principles of Business Law</i>
	<i>Personnel Information Systems</i>	Economics for Business	Human Resource Management
	<i>Managing the Customer Relationship</i>	Quantitative Methods	<i>Marketing Policy Planning & Communication</i>
	Quantitative Methods	Sales Management	Sales Management
GRADUATE DIPLOMA LEVEL 6 3 Core Units 2 Options <i>* Note: Marketing Diploma L6 4 Core Units 1 Option</i>	Strategic HR Management	International * Marketing	Strategic Hospitality Management
	Managing Organisation Change and Development	Integrated Marketing Communications	International Travel, Tourism and Hospitality
		Strategic Marketing Management	Sustainable Tourism
	Performance Management and Reward	Contemporary Issues in Marketing	<i>Strategic Marketing Management</i>
	<i>Corporate Strategy and Planning</i>	<i>Corporate Strategy and Planning</i>	
	<i>Managing in Organisations</i>		Strategic Human Resource Management
Project Management	Project Management	Project Management	
POSTGRAD DIPLOMA IN BUSINESS MANAGEMENT LEVEL 7 5 Units	Strategic Management and Business Planning		
	Managing Financial Resources and Performance		
	Leadership, Change and People Performance		
	Research Methods Applied to Marketing		
	Corporate Strategy, Governance and Ethics		

THE ASSOCIATION OF BUSINESS EXECUTIVES (ABE) MINI-MBA (MMBA) DIPLOMAS LEVEL 4, 5, 6 AND 7

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 30 000 students and members. ABE UK qualifications are accredited by the UK **QCA** and are recognised by **SAQA** in SA at the same or higher NQF Levels as follows: Diploma L4; Higher Diploma L5; Graduate Diploma L6 (Recognised by SAQA at L7) and Postgraduate Diploma L7, giving entry to a wide range of MBA's. **ABE South Africa** has also registered NQF 5 and 6 Qualifications in SA. ABE Examinations are written in June and December each year in Johannesburg. The entry point for school-leavers or students with no formal qualifications or work experience is the Diploma L4. The entry point for students with two years relevant work experience is the Higher Diploma. **The MMBA Diplomas** comprise a **Leading-Edge Practical Management Programme with International University Recognition**, leading to an **MBA**. The MMBA develops **World-Class Business, Management and Leadership Skills for Rapid Advancement to Top Management in Business and Government**. The MMBA is ideal for both **Graduates and Non-Graduates** to gain the skills to run a successful organisation. The **Pathways are: Business Management, Financial Management, Management of Information Systems, Human Resource Management, Marketing Management, and Travel, Tourism and Hospitality**. The course structure is as follows.

DBM: DIPLOMA IN BUSINESS MANAGEMENT LEVEL 4 6-10 Months 3 Core Units plus 1 Option

Open Entry. 3 Core Units: Introduction to Business, Introduction to Business Communication; Introduction to Quantitative Methods; **1 Option** from Business Management Pathway: Intro to Accounting; Financial Management Pathway: Accounting for Financial Managers; Management Information Systems: Intro to Information Systems

HDM: HIGHER DIPLOMA IN BUSINESS MANAGEMENT LEVEL 5 18-24 Months; 6 Core Units + 2 Options

Entrance: Diploma 4, A Levels or over 21 with 2 years experience. Graduates are exempt from the Diploma **6 Core Units:** The Business Environment, Organisational Behaviour; Financial Accounting; Quantitative Methods; Human Resource Management; Marketing; **2 Options** from: Economics; Business Law; Managerial Accounting, Managing the Customer Relationship, Entrepreneurship and Business Development

GDM: GRADUATE DIPLOMA IN BUSINESS MANAGEMENT LEVEL 6: 9-12 months 3 Core Units + 2 Options

Entrance: Diploma L5 or Degree or equivalent NQF5:

3 Core Units: Corporate Strategy; Managing in Organisations; International Business Case Study; Plus **2 Options** from: Strategic Marketing; Strategic Human Resource Management; Corporate Finance; Project Management

PDM: POSTGRADUATE DIPLOMA IN BUSINESS MANAGEMENT LEVEL 7: 1 YEAR 5 Units.

Entrance: Degree / L6. 5 Units: Course Work and Assignments. Strategic Business Management and Planning, Management of Financial Resources & Performance, Leadership, Change & People Performance, Research Methods & their Application to Marketing, Corporate Strategy, Governance & Ethics

DBM L4: DIPLOMA IN BUSINESS MANAGEMENT LEVEL 4

The **DBM** is a **Fundamental International Management Qualification** 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. **Optional Pathways** include Financial Management and Management of Information Systems. Course Structure:

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 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

INTRODUCTION TO ACCOUNTING (BUSINESS MANAGEMENT PATHWAY)

- 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

An International Management Qualification developing all-round practical business management and entrepreneurial skills for real career advancement. The **Duration** is 18-24 Months with Exams in June or December. **Entrance:** Diploma 4, A Levels or over 21 with 2 years **experience**. Graduates are exempt. **3 Pathways: Business Management, Financial Management, Management of Information Systems**

6 Core Subjects for All 3 Pathways

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, Operations, Accounts & Finance*

THE BUSINESS ENVIRONMENT

- Significance of the Market and international Markets for Business, Common Marketing Strategies
- Key economic concepts and principles which underpin the operation of the market
- Key aspects of the macroeconomic environment as they apply to business
- The importance and effects of taxation and the legal framework in which businesses operate

FINANCIAL 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

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

HUMAN RESOURCE MANAGEMENT

- Managing people as a key resource including planning, resourcing, selection, induction, training, development, reward, assessment, employee relations, communication and change management
- In-depth HR Management, Communication, Leadership, Organisation and Change Processes
- Key Issues and Applications of HR Management Principles and Practices to Real Life 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

BUSINESS MANAGEMENT PATHWAY 2 of 5 Options

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

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

PRINCIPLES OF 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

ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

- Entrepreneurship, business development strategies, plans, challenges, networks & support services
- Innovation, creativity, opportunity scouting, idea generation, research, information, testing, SWOT
- Regulations: Accounting, Business Form, Data, Advertising, Market Research, Risks
- Financing, budgeting, resourcing, financial management, working capital, costs, challenges, culture

MANAGING THE CUSTOMER RELATIONSHIP

- Customer service contribution to business improvement, human resourcing, models, issues, culture
- Customer Interface, resolving complaints and conflicts, communication, enhancing service
- Improve customer service in specific contexts eg. public vs private sectors, front-line staff, internet

FINANCIAL MANAGEMENT PATHWAY 2 Options only

MANAGERIAL ACCOUNTING – AS ABOVE

SYSTEMS MANAGEMENT AND INTERNAL FINANCIAL CONTROLS

- Purpose and scope of information systems within organisations.
- Ways in which information systems are designed, managed, developed and controlled
- Context and importance of internal auditing, key stages and techniques In audit assignments
- Actual and potential impacts of information technology (IT) on internal auditing.

MANAGEMENT OF INFORMATION SYSTEMS PATHWAY 2 of 3 Options

MANAGING THE CUSTOMER RELATIONSHIP – AS ABOVE

INFORMATION SYSTEMS APPLICATIONS FOR BUSINESS

- Functions and operating modes of different business information systems, legal and security issues
- Features and business benefits of Local Area Networks (LANs) and Wide Area Networks (WANs)
- Impact of the internet, e-commerce and other technologies on business and commercial activities
- Stages in procurement of computer systems, including hardware, software and services.

INFORMATION SYSTEMS DEVELOPMENT

- Organised approach to information systems development methodologies (ISDM) and life cycle
- Conventional life cycle methodology – benefits and problems
- Alternative approaches: Structured (SSDM), Soft Systems (SSM), Prototyping, Rapid Application
- Computer Assisted Software Engineering (CASE) tools, Web ISDM, Systems Development Projects
- Implementation, testing, conversion, human factors, user involvement, tools, techniques, standards

The **GDM 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 9-12 months with Exams in June or December. Accreditation is at UK L6 (Recognised by SAQA at L7). **Entrance:** *Diploma L5, Degree or equivalent*

The Course Structure comprises **3 Core Units plus 2 Options** as follows.

CORPORATE STRATEGY AND PLANNING

- Strategy Processes, Frameworks and Perspectives in a Dynamic Competitive Environment
- Strategic Vision, Mission, Leadership, 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 one's 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 2 Options from:

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 FOR BUSINESS ORGANISATION

- 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

PROJECT MANAGEMENT

- Project initiation, objectives, definition, feasibility, risk, uncertainty and critical success factors
- Project life cycle models and planning, Project Manager's diverse activities and stakeholder communication
- Project work content, structure, risk analysis, tender evaluation, estimation, contracts, global & cultural issues
- Detailed Project Planning, structure, scheduling, resourcing, monitoring, control, variances & problem-solving
- Project Team-building, Leadership, Quality and Change Management, Administration, Reporting and Closure

The ABE **Postgraduate Diploma in Business Management (PDM)** is accredited by the UK Qualifications and Curriculum Authority (QCA), and is equivalent to **level 7** on the National Qualification Framework (**NQF**). The qualification provides a route for students to **gain advanced entry to various MBA and Masters Degrees**.

The **PDM** has been developed by a senior university professor, utilising current academic learning and research as well as employer knowledge and practice. It is therefore an **ideal progression route** for those who:

- are **currently studying professional qualifications** and wish to **proceed to a Master's degree** in business/management
- have a **related degree** but wish to proceed to a Master's level business/management qualification
- are **in employment, at managerial level**, and wish to achieve a Master's level qualification

At a time when global economies are in difficulties, the Postgraduate Diploma in Business Management represents an excellent, cost-effective opportunity to demonstrate talent and ability.

About the programme

The Postgraduate Diploma comprises **five units**:

- **Strategic Business Management and Planning**
- **Management of Financial Resources and Performance**
- **Leadership, Change and People Performance**
- **Research Methods and their Application to Marketing**
- **Corporate Strategy, Governance and Ethics**

Assessment

Each unit requires two pieces of assessed work:

- **an examination** (marked externally by ABE); and
- **an assignment** (marked internally by the college and scrutinised by ABE)

To pass the unit requires a **pass mark of 40%** or above in both pieces of assessed work.

For example, achieving a mark of 70% in one piece of work and 35% in the other will not qualify for a pass.

Re-sits of any assessment that is not passed will be permitted.

Entry Criteria

A student must fulfil at least one of the following criteria to be allowed entry to the programme:

- Possession of the ABE's **Advanced Diploma** in Business Management (note that a student may progress to the Postgraduate Diploma if he/she has one unit of the Graduate Diploma yet to be passed, but cannot be awarded the Postgraduate Diploma until subsequently passing the remaining Graduate Diploma unit)
- Possession of an **honours degree** in a related subject ("related" to be determined by ABE)
- **Five years senior management experience** (students must check with ABE regarding this experience prior to registering for the course)
- Possession of a **level 6 qualification** from another internationally recognised awarding body (students must check with ABE regarding such qualifications prior to registering for the course)

MINI-MBA IN BUSINESS MANAGEMENT: FINANCIAL MANAGEMENT PATHWAY

(See details on www.abeuk.com)

See Common Subjects in the Diploma in Business Management

The **Mini-MBA in Business Management, Financial Management (FM) Pathway** is a Leading-Edge Programme with International Recognition, **focusing on Financial Management** and providing access to an **MBA** degree. The course structure and FM Units are as follows (See common subjects in the Mini-MBA in Business Management):

DFM: DIPLOMA L4 IN FINANCIAL MANAGEMENT LEVEL 4

Open Entrance: No formal requirements; **4 Units; Duration:** 6 – 10 months.

3 Core Units – See Diploma in Business Management

Introduction to Business

Introduction to Business Communication

Introduction to Quantitative Methods

1 Optional Unit

Accounting for Financial Managers

HDFM: HIGHER DIPLOMA L5 IN FINANCIAL MANAGEMENT LEVEL 5

Entrance: Diploma L4 or 21+ with 2 years experience. **6 Core Units 2 plus 2 Options; Duration 18-24 months**

6 Core Units – See Diploma in Business Management

Organisational Behaviour

The Business Environment

Financial Accounting

Quantitative Methods

Human Resource Management

Marketing Policy, Planning and Communications

2 Optional / Specialist Units – see outlines in Business Management section

Managerial Accounting

Systems Management and Internal Financial Controls

GDFM: GRADUATE / ADVANCED DIPLOMA IN FINANCIAL MANAGEMENT LEVEL 6

Entrance: **Diploma L5, Degree or equivalent NQF5; Duration: 9-12 months**

3 Core Units – See Advanced Diploma in Business Management

Corporate Strategy and Planning

Managing in Organisations

International Business Case Study

2 Optional / Specialist Units

Corporate Finance

International Business Finance and Planning

MINI-MBA IN BUSINESS MANAGEMENT: MANAGEMENT OF INFORMATION SYSTEMS PATHWAY

(See details on www.abeuk.com)

See Common Subjects in the Diploma in Business Management

The **Mini-MBA in Business Management, Management of Information Systems (MIS) Pathway** is a Leading-Edge Programme with International Recognition, providing access to an **MBA** degree. The course structure and MIS Units are as follows (See common subjects in the Mini-MBA in Business Management):

DIS: DIPLOMA L4 IN MANAGEMENT INFORMATION SYSTEMS (MIS) LEVEL 4

Open Entrance: No formal requirements; **4 Units; Duration:** 6 – 10 months.

3 Core Units – See Diploma in Business Management

Introduction to Business

Introduction to Business Communication

Introduction to Quantitative Methods

1 Optional Unit

Introduction to Management Information Systems

HDIS: HIGHER DIPLOMA L5 IN MANAGEMENT INFORMATION SYSTEMS (MIS) LEVEL 5

Entrance: **Diploma L4 or 21+ with 2 years experience.** 6 Core Units 2 plus 2 Options; Duration 18-24 months

6 Core Units – See Diploma in Business Management

Organisational Behaviour

The Business Environment

Financial Accounting

Quantitative Methods

Human Resource Management

Marketing Policy, Planning and Communications

2 of 3 Optional / Specialist Units – see outlines in Business Management section

Information Systems Development

Information Systems Applications for Business

Managing the Customer Relationship

GDIS: GRADUATE / ADVANCED DIPLOMA IN MIS LEVEL 6

Entrance: **Diploma L5, Degree or equivalent NQF5; Duration:** 9-12 months

3 Core Units – See Advanced Diploma in Business Management

Corporate Strategy and Planning

Managing in Organisations

International Business Case Study

2 Optional / Specialist Units

Information Systems for Strategic Management

Project Management

MINI-MBA IN HUMAN RESOURCE MANAGEMENT

(See details on www.abeuk.com)

See Common Subjects in the Diploma in Business Management

DHR: DIPLOMA L4 IN HUMAN RESOURCE MANAGEMENT: 9-12 months LEVEL 4

Open Entrance: No formal requirements; **4 Units; Duration:** 6 – 10 months.

4 Core Units – See Diploma in Business Management

Introduction to Business

Introduction to Business Communication

Managing People

Personnel Administration

HDHR: HIGHER DIPLOMA IN HUMAN RESOURCE MANAGEMENT LEVEL 5

Entrance: Diploma L4 or 2 years experience. **6 Core Units 2 plus 2 Options; Duration 18-24 months**

6 Core Units

Organisational Behaviour

The Business Environment

Human Resource Management

Human Resource Development

Employment Relations

People Planning and Resourcing,

Plus 2 Options:

Principles of Business Law

Quantitative Methods for Business Management

Managing the Customer Relationship

Personnel Information Systems

GDHR: GRADUATE / ADVANCED DIPLOMA IN HUMAN RESOURCE MANAGEMENT LEVEL 6

Entrance: Diploma L5, Degree or equivalent NQF5; **Duration:** 9-12 months

3 Core Units

Strategic Human Resource Management

Performance Management and Reward;

Managing Organisational Change and Development

2 Optional Units – See Advanced Diploma in Business Management

Corporate Strategy and Planning;

Managing in Organisations

Project Management

MINI-MBA IN MARKETING MANAGEMENT

(See details on www.abeuk.com)

See Common Subjects in the Diploma in Business Management

DMM: DIPLOMA L4 IN MARKETING MANAGEMENT LEVEL 4

Open Entrance: No formal requirements; **4 Units; Duration:** 6 – 10 months.

3 Core Units – See Diploma L4 in Business Management

Introduction to Business
Introduction to Business Communication
Introduction to Quantitative Methods

1 Optional Unit

Introduction to Marketing

HDMM: HIGHER DIPLOMA L5 IN MARKETING MANAGEMENT LEVEL 5

Entrance: Diploma L4 or 2 years experience. . **6 Core Units 2 plus 2 Options; Duration 18-24 months**

6 Core Units

Organisational Behaviour
The Business Environment
Marketing Policy Planning and Communication
Principles of Marketing
Marketing Information Systems
Managing the Customer Relationship

2 Optional Units

Principles of Business Law
Quantitative Methods for Business & Management
Economics for Business
Sales Management

GDMM: GRADUATE / ADVANCED DIPLOMA IN MARKETING LEVEL 6

Entrance: Diploma L5, Degree or equivalent NQF5; Duration: 9-12 months

4 Core Units

Strategic Marketing Management
International Marketing
Integrated Marketing Communications
Contemporary Issues in Marketing

1 Optional Unit

Corporate Strategy and Planning
Project Management

MINI-MBA IN TRAVEL, TOURISM AND HOSPITALITY

(See details on www.abeuk.com)

See Common Subjects in the Diploma in Business Management

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.

DTT: DIPLOMA L4 IN TRAVEL, TOURISM AND HOSPITALITY LEVEL 4

Open Entrance: No formal requirements; **4 Units; Duration:** 6 – 10 months.

Core Subjects: See Diploma in Business Management and Marketing

Introduction to Business

Introduction to Business Communication

Introduction to Marketing

Introduction to 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
-

HDT: HIGHER DIPLOMA L5 IN TRAVEL, TOURISM AND HOSPITALITY LEVEL 5

Entrance: Diploma L4 or 2 years experience. . **6 Core Units 2 plus 2 Options; Duration 18-24 months**

6 Core Units

3 Core Generic Units - See Diploma in Business Management

Organisational Behaviour

The Business Environment

Customer Relationship Management

3 Core Specific Units – See below

Travel, Tourism & Hospitality (TTH)

TTH Operations Management

Information Technology in Travel, Tourism & Hospitality

Plus 2 Optional Units

Generic Units - See Diploma in Business Management

Marketing Policy, Planning and Communication

Human Resource Management

Managerial Accounting;

Principles of Business Law

Travel, Tourism and Hospitality (TTH)

- **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

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

Information Technology in Travel, Tourism & Hospitality

New subject – details to follow

GDT: GRADUATE / ADVANCED DIPLOMA IN TRAVEL, TOURISM AND HOSPITALITY LEVEL 6

Entrance: **Diploma L5, Degree or equivalent NQF5; Duration: 9-12 months**

3 Core Units

International Travel, Tourism and Hospitality
Strategic Hospitality Management
Sustainable Tourism Planning and Development

Plus 2 Optional Units (See Advanced Diploma in Business Management)

Strategic Marketing Management
Strategic Human Resource Management
Project Management

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

SUSTAINABLE TOURISM PLANNING AND DEVELOPMENT

- **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

LONDON SCHOOL SA SHORT COURSES TOWARDS ABE DIPLOMAS AND GRADUATE / ADVANCED DIPLOMAS

London School offers the following Short Courses which may be taken towards ABE **Diplomas and Advanced Diplomas, O and A Levels** over 6 –10 months Full-Time, Part-Time, Flexi-Study or In-House. These courses may also be aligned with the Short Courses of the Association of Business Practitioners (ABP).

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

ACCOUNTING

(Towards Higher Diploma, O and A Level in Accounting)

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

BUSINESS COMMUNICATION

(Towards 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

ENTREPRENEURSHIP, BUSINESS MANAGEMENT AND DEVELOPMENT

(Towards Higher Diploma, O and A Level in Business Management)

Entrepreneurship, Business Management and Development 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, Experiential Learning: Setting up and Running Your Own Business.

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 short course is available over 6-9 months and may be taken as part of the Mini-MBA. 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 on completion of **practical assignments and real-life case studies**. Students may continue with ongoing Monitoring and Management Services. **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
 - Innovation, creativity, opportunity scouting, idea generation, research, action
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,** Reporting, Regulations
 - **Financial Analysis** and Control, Budgeting, Cashflow, Performance and Risk Management
 - **Finance** and Investment, Types, Sources and Access to Finance

LONDON SCHOOL SA

ECONOMICS

(Towards Higher Diploma in Business Management and A Level - not 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

BUSINESS LAW

(Towards Higher Diploma in Business Management 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

LONDON SCHOOL SA

FINANCIAL MANAGEMENT

(Towards Higher Diploma)

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

STRATEGIC FINANCIAL MANAGEMENT AND CORPORATE FINANCE

(Towards Graduate Diploma)

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

HUMAN RESOURCE MANAGEMENT

(Towards Higher Diploma)

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

STRATEGIC HUMAN RESOURCE MANAGEMENT

(Towards Graduate Diploma)

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

INFORMATION SYSTEMS

(Towards Higher Diploma)

The **course aims** to develop the essential knowledge and skills necessary to play an effective role in the management of Information Systems 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.

INFORMATION SYSTEMS FOR STRATEGIC MANAGEMENT

(Towards Graduate Diploma)

The **course aims** to develop and apply Strategic Information Systems 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:** Diploma or equivalent qualifications or experience. Course Structure:

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

MARKETING MANAGEMENT

(Towards Higher Diploma)

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

STRATEGIC MARKETING MANAGEMENT

(Towards Graduate Diploma)

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

LONDON SCHOOL SA

STRATEGIC MANAGEMENT, LEADERSHIP, BUSINESS PLANNING AND DEVELOPMENT

(Towards Graduate Diploma)

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 and Leadership 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 Strategic Leadership, Management Key Result 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

ADVANCED STRATEGIC MANAGEMENT / CORPORATE STRATEGY

(Towards Postgraduate Diploma)

The **course** is designed for experienced **Senior Executives, Graduates and Professionals** wishing to enhance their Strategic Leadership 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, Industry and Competitor Analysis and financial analysis as part of the Project

STRATEGIC MANAGEMENT ORGANISATION Strategic Alignment, Advanced Analysis and Development of Business Models & Processes, Strategic Leadership and Management Skills, 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.

LONDON SCHOOL SA

STRATEGIC MANAGEMENT APPLIED TO PROJECTS

The course is designed to apply the art of Strategic Management to practical Projects. The course is offered 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.
- Development of a coherent Strategic Vision and Mission for an organisation and Projects,

PROJECT MANAGEMENT OVERVIEW

- Project initiation, objectives, definition, feasibility, risk, uncertainty and critical success factors
- Project life cycle models and planning, Project Manager's diverse activities and stakeholder communication
- Project work content, structure, risk analysis, tender evaluation, estimation, contracts, global & cultural issues
- Detailed Project Planning, structure, scheduling, resourcing, monitoring, control, variances & problem-solving
- Project Team-building, Leadership, Quality and Change Management, Administration, Reporting and Closure

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

STRATEGY IMPLEMENTATION AND CHANGE MANAGEMENT

- Facilitating Strategy 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.

ADVANCED STRATEGIC MANAGEMENT APPLIED TO PROJECTS

The course is designed to apply the art of integrated Advanced Strategic Management in a practical project management 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 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 MANAGEMENT ORGANISATION

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

INTERNATIONAL BUSINESS PROJECTS

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

CORPORATE AND BUSINESS 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,

CASE STUDIES IN STRATEGIC MANAGEMENT AND INTERNATIONAL BUSINESS PROJECTS

- Application of Strategic Management techniques to selected Businesses Comprehensive Strategic Management Report and Facilitation of the Strategy Process in the practical business environment.

LONDON SCHOOL SA

SMP: SPORTS MANAGEMENT PROGRAMME

Sports Management is a pioneering programme covering all key aspects of sports management, 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 business management, in South Africa and internationally. The DSM aims to develop **professional business managers** with the capacity to manage major events and programmes such as FIFA World Cup 2010. The DSM develops competencies in all core areas as well as specific skills and career opportunities, with practical real-life assignments and case studies.

The course is available **Full-Time, Part-Time or Flexi-Study** (Supported Distance Learning) or **In-House** by arrangement. The DSM is run on a modular basis over **6 to 10 months**, with continuous enrolment. The DSM was endorsed by the NSC (now Sport and Recreation SA). **Examinations** may be taken in June or December on completion of all assignments. **Entrance requirements:** Matric, Certificate or 2 years relevant experience. **Course Structure:** The course comprises all **6 Core Modules** below with Additional Subjects towards the ABE International Diploma in Business Management, Tourism, Financial Management, Human Resources or Marketing.

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 for mutual benefit; **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, Marketing Plans

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; Integration with Coaching and Training

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: 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; **Nutrition** principles; **Drugs in Sport:** Rules, Classification, Testing, Education, Prevention and Treatment

SPORTS BUSINESS MANAGEMENT, LAW AND DEVELOPMENT: Introduction and Objectives: Sports Business Management, Strategy and Planning; **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.

ASM: ADVANCED SPORTS MANAGEMENT

The Advanced course aims to apply Sports Management and Strategic Management Skills at Senior Level within the World of Sport. **Entrance:** Degree, Diploma or 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

CAMBRIDGE INTERNATIONAL EXAMINATIONS (CIE) GCSE O AND GCE A LEVELS

Registered Centre Attached to the British Council

IGCSE 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 (Edexcel).

London School offers tuition for the following subjects and others depending on enrolments (Refer www.cie.org for detailed syllabuses and course details):

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

UNIVERSITY OF LONDON

Academic Direction by: London School of Economics and Political Science (LSE)

Please see www.londoninternational.ac.uk for further updated information

The **University of London** is one of the **Leading Universities in the World**, with an international reputation for Excellence. The University comprises 19 world-renowned Colleges including **London School of Economics (LSE)**, which is the Lead College for the many of the Degrees. LSE boasts 5 Nobel Prize winners and 28 present or former heads of state. The External Programme has over 43 000 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 Higher Grade B B B C C** and passes in Maths (for BSc) and English or equivalent; or
- **SA National Diploma** or Chartered Institute of Secretaries (**CIS**); or
- **2 GCE A Levels + Matric** including Maths Higher Grade (for BSc) and English or equivalent; or
- **2 GCE A Levels + 3 GCSE O Levels** including Maths Grade C (for BSc) and English or equivalent; or
- **3 GCE A Levels + 1 GCSE 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

UNIVERSITY OF LONDON ACCESS ROUTE

The BSc Access Route comprises 2 BSc 1st Year subjects, selected from a specific list, 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 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 **Access Route, A and O Levels** are available at London School to gain access to the Degrees. 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 and Diploma in Law** are **not currently available** in South Africa.

UNIVERSITY OF LONDON
DEGREES AND DIPLOMAS FOR GRADUATES

BSc 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.londoninternational.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 / Further Units
Introduction to Economics	Managerial Economics	3 Further Options selected from
Statistics & Maths 1 Half-units	Organisation Theory	Management, Economics or Sociol eg
Principles of Sociology	Strategy	*Marketing
Intro to Bus & Management	Human Resource Management or	*Elements of Social & Applied Psychol
Principles of Accounting	Management Science Methods	*1 Further Unit

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 / Further Units
Introduction to Economics	1 Optional Foundation Unit	Auditing and Assurance
Principles of Accounting	Managerial Economics or Microeconomics	Management Accounting
Statistics 1 & Maths 1 half-units	Financial Management or Corp. Finance	1 Option B, E or M
Principles of Banking & Finance	Financial Reporting	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 Optional Foundation Unit	Investment Management
Principles of Accounting	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	1 Option M
Principles of Accounting	Principles of Marketing	1 Option M
Statistics 1 & Maths 1 half-units	1 Option M	1 Other except Fi, ii, iii
Intro to Business & Management	1 Option M	1 Other except Fi, ii, iii, 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 Fi, Fii or Fiii	1 Option E	1 Optional 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	Managerial Economics or Microeconomics	1 Option E
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	1 Option D, E or S
Principles of Sociology	Geographies of Development	1 Option D
Statistics 1 & Maths 1 half-units	Macroeconomics	1 Option D
Human Geography	Microeconomics	1 Other Option

BSC POLITICS AND INTERNATIONAL RELATIONS

BSc Politics and 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	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 structure is as follows:

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Sociology	Organisation Theory	Information & Communication technologies
Intro to Business & Management	Software Engineering	1 Option IS
Intro to Information Systems	Information systems development and management	1 Option IS, M or S
Intro to Programming ½ unit and Statistics 1 ½ unit	Research Project in Information Systems	1 Other Option

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.

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Sociology	Historical Sociology	1 Option S
Reading Soc Sci. & Stats 1 ½ Unit	Sociological Theory and Analysis	1 Option S
1 Option Fi	Social Research Methods	1 Option S
1 Option Fi, Fii or Fiii	1 Further Unit	1 Other Option

BSc MANAGEMENT WITH LAW; ACCOUNTING WITH LAW; SOCIOLOGY WITH LAW

The **BSc Management with Law**, **BSc Accounting with Law** and **BSc Sociology 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 Degree structures are as follows:

BSC ACCOUNTING WITH LAW

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of Accounting	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
Common law reasoning & institutions*	Management accounting	1 Option A, B, Fi, L or M
1 Unit or 2 ½ Units from Fi, Fii or Fiii*	Commercial law	1 Further Unit

BSC MANAGEMENT WITH LAW

Principles of Accounting	Company Law	1 Option E, L or M
Elements of the Law of Contract	Commercial law	1 Option E, L or M
Intro to Business & Management	1 Option M	1 Option E, L or M
Common law reasoning & institutions*	1 Option except Fi, Fii, Fiii	1 Other Option

BSC SOCIOLOGY WITH LAW

Year 1 / Foundation Units	Year 2 / Further Units	Year 3-4 / Options*
Principles of sociology	Sociological theory and analysis	Criminology
Common law reasoning & institutions*	Historical sociology	1 Option L
Reading Social Science ½ unit*	Social research methods	1 Option L or S
Statistics 1 ½ unit*	Jurisprudence & Legal Theory	1 Other Option
1 Option from Fi, Fii or Fiii*		

BSC BUSINESS ADMINISTRATION: ROYAL HOLLOWAY

PATHWAYS: GENERAL, MARKETING, HUMAN RESOURCES OR INTERNATIONAL BUSINESS

Foundation Level: 4 Units	Advanced Level: 4 Units	Specialist Level: 4 Units
Management & the modern corporation	Strategic Management + 3 Options from	Modern Business + 3 from
Accounting for management	Marketing Man; Human Resources Man;	International HR, Finance,
Business Analysis; Business Statistics	Man Info Systems; Man Accounting	Managing Organ. Change,
Bus Study, Man & Communication Skills	Production & Operations Management	Marketing Research, others

BSC DEGREE OPTION SELECTION GROUPS		
A (Accounting & Finance)	Fii (Foundation Units)	M (Management and Business)
Financial management	Principles of accounting	The law of business organisations
Financial reporting	Introduction to information systems	Managerial economics
Corporate finance	Principles of banking and finance	Management science methods
Auditing and assurance	Intro to business & management	Organisation theory
Management accounting	Elements of the law of contract	Principles of Marketing
Quantitative Finance	Introduction to business and man.	Corporate Finance
Valuation & securities analysis	F iii (Foundation Units: Law)	Information systems an organisations
	Criminal Law	Financial management
B (Banking & Finance)	Public Law	Human Resource Management
Financial reporting	Elements of the Law of Contract	Management mathematics
Corporate finance	Common Law Reasoning and	Management: International and
Auditing and assurance	Institutions	Comparative perspectives
Financial intermediation		Management accounting
Investment management	IR (International Relations)	Strategy
Quantitative Finance	International political economy	Elements of applied and
Valuation & securities Analysis	International political theory	social psychology
D (Development)	Nationalism & international relations	P (Politics)
Economics of development	International institutions	Comparative politics
Social policy	International politics of East Asia	Democracy and democratisation
Economic geography	International security	Political Analysis and Public choice
Society and the environment	Foreign Policy analysis	Politics & Policies of the EU
Development management	Complex emergencies and	Policy analysis and public choice
World development	Humanitarian responses	Contemporary political theory
Complex emergencies	Development management	Development management
E (Economics)	Global environ. problems & politics	S (Sociology)
Monetary economics		Organisation theory
Economics of labour	IS (Information Systems)	Sociological theory
International economics	Software engineering	Methods of social research
Public economics	Info & communication technologies	Sociology of development
Elements of econometrics	Info systems development & mgmt	Social policy
Managerial economics or	Info systems evaluation	Demography
Microeconomics	Sociology of information systems	Comparative social structures
Economics of development	Research Project in info systems	and Institutions
Macroeconomics	The ethics & politics of info systems	Society and the environment
Corporate finance	Info systems & organisations	Elements of applied and
Further maths for economists	L (Law)	Social psychology
Industrial economics	Law and society	The ethics and politics of information
International political economy	Company law	systems ½ unit
	Commercial law	Historical sociology
Fi (Foundation Units)	Law of Tort	World development
Introduction to economics	Law of Trusts	N (New Mathematics)
Statistics 1 (half unit)	Land Law	Game theory
Statistics 2 (half unit)	Administrative Law	Advanced mathematical analysis
Mathematics 1 (half unit)	Criminology	Advanced linear algebra
Mathematics 2 (half unit)	EU Law	Optimisation theory
Human geography	Evidence	Mathematics of Finance & valuation
Principles of sociology	Jurisprudence and legal theory	Abstract mathematics
Intro to international relations	Labour Law	Advanced calculus or linear algebra
Democratic politics & the state	Intellectual property	Mathematical economics
World history since 1917	Introduction to Islamic Law	Adv. Statistics 1/2: distribution theory
Introduction to programming	Succession	Adv. Statistics 1/2: stats inference

UNIVERSITY OF LONDON LLB (LAWS) DEGREE

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
SCHEME A 3 Years	4 SUBJECTS Criminal Law Common Law Reasoning & Instits. Elements of Law of Contract Public Law	4 SUBJECTS Law of Tort Law of Trusts Land Law +1 Option	4 SUBJECTS Jurisprudence & Legal Theory +3 Options	
SCHEME B 4 Years	3 SUBJECTS From above	3 SUBJECTS 1 From year 1 2 From above	3 SUBJECTS 1 From Yr 2 +2 Options	3 SUBJECTS Jurisprudence & Legal Theory +2 Options
GRADUATE ROUTE A 2 Years	4 SUBJECTS Criminal Law Common Law Reasoning & Instits. Law of Contract Public Law	5 SUBJECTS Law of Tort Law of Trusts Land Law 2 Options		
GRADUATE ROUTE B 3 Years	3 SUBJECTS From above	3 SUBJECTS 1 from year 1 + 2 from above	3 SUBJECTS 1 from year 2 + 2 Options	

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

Administrative Law, Civil & Criminal Procedure, Commercial Law, Company Law, Conflict of Laws, Criminology, EU Law, Evidence, Family Law, History of English Law, Islamic Law, Labour Law, Public International Law, Succession, Intellectual Property, International Protection of Human Rights, Research Project / Dissertation

BSc MANAGEMENT WITH LAW; ACCOUNTING WITH LAW; SOCIOLOGY WITH LAW

As indicated in the BSc Degree outlines, the **BSc Management with Law**, **BSc Accounting with Law** and **BSC Sociology with Law** 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.

UNIVERSITY OF LONDON LLM: MASTER IN LAWS

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.

LONDON SCHOOL SA

MBA SUPPORT PROGRAMME

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 Graduate and Postgrad Diplomas 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.

LONDON SCHOOL SA

CAREER AND BUSINESS DEVELOPMENT PROGRAMME

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

OTHER PROGRAMMES AND SERVICES

- **In-house Courses** and Seminars adapted to the needs of organisations
- **Consulting Services,** including Strategy, Management, Financial Management, Investment and Project
- **Support Programmes** are available for a number of internationally recognised qualifications examined by various institutions (refer detailed Prospectuses), eg. BBA, B Com, BA, ACCA, CIMA, CIS, IMM etc.

NATGROWTH, NATVEST, NATGROWTH FUND, DEVBANK, DEVGROWTH, IAFRIKA

London School of Business associates and their respective activities include the following:

NATGROWTH: National and Africa Growth, Development and Investment Centre

- **National and Provincial** Growth and Investment Programmes and Projects
- **Local Economic Development** and Integrated Development Programmes and Projects

NATVEST: Natgrowth Investments

- **Corporate,** Business and Project Finance Facilitation
- **Direct Equity Investment** as Strategic Partners

DEVGROWTH Strategic Management and Financial Services

- **Strategic Management** and Financial Management Programmes and Services
- **Strategic Business Planning** and Investment Proposals

NATGROWTH FUND

- **Public Private** Partnership Funding
- **Private Equity** and Structured Finance

NATGROWTH DEVBANK

- **Development** and Investment Banking Services
- **Raising finance** for business growth and development projects

I'AFRIKA IYATHUTHUKA

- **African Investment** Holding Company
- **Broad-based Black Economic Empowerment** structure and Trust (non-profit)