

## School of Business, Management and Corporate Training

### Programme Title

## South African Institute of Management (SAIM) Certificate / Diploma / Advanced Diploma in Business Management

### Type of Programme

- Full-time/part time
- Agent Programme SAQA Accredited\*

\*In the case of an agent programme, Damelin registers the students, provides tuition and conducts formative assessments. The agent body usually sets and/or verifies the final examinations, and certifies the student. Agent programmes provide local and/or international mobility to students.

### About the Programme

The South African Institute of Management (SAIM) Certificate and Diploma in Business Management caters for the current and future needs of those who are managers or who plan to become managers. The business sector has a major role to play in a changing society, and qualified managers in the business sector have a big impact on our country's economic growth and strength.

The Certificate and Diploma programmes prepare you for the position of junior manager or middle manager. It is also of value to learners wanting to run or already running their own business. The Advanced Diploma programme prepares you to plan for, develop and implement management strategies in business. Competent learners will be able to join the Institute as Professional Members on completion of the Advanced Diploma.

### Programme Benefits

The SAIM qualifications are recognized throughout Southern Africa and beyond as excellent programmes for those wishing to have a broad range of management skills for the corporate world or for running their own businesses.

### Admission Requirements

- Senior certificate or equivalent or
- Age exemption for applicants over 23 years of age

### Certification

Successful learners can achieve the following certification:

- Certificate in Business Management (NQF 5 SAQA ID 67699)
- Diploma in Business Management (NQF 5 SAQA ID 67690)
- Advanced Diploma in Business Management (NQF 6 SAQA ID 67689)

### Duration

Full-time: The duration is one year per programme. Learners will complete the Certificate in one year and the Diploma in two years. The Advanced Diploma is only offered at certain campuses.

Part-time: Part-time learners complete two subjects per semester.

Tuition is face-to-face and is scheduled per campus.

### International Computer Driving Licence (ICDL)

*Optional – Damelin West Rand only*

Full-time learners also have the option of completing the internationally recognized ICDL programme. The International Computer Driving Licence (ICDL) will give you practical skills to use the PC, Windows, MS Office (Word, Excel, Powerpoint and Access), the Internet and Email. The ICDL qualification is recognised in over 135 countries worldwide.



## Pricing

Enquire at your nearest Damelin Campus for a current programme pricelist.

## Learner Course Material

Textbook fees are not included in the tuition fee unless specifically stated.

Please refer to the Damelin West Rand SAIM Textbook Pricelist in the case of part-time learners.

## Additional Costs

### SAIM Fees

Learners are responsible for ensuring that the following fees are paid to the SAIM:

SAIM	2011 fees
Initial registration fee	R200.00
Annual student membership	R500.00
Exam fee per subject	R450.00
Late entry penalty per session	R200.00

## SAIM CERTIFICATE IN BUSINESS MANAGEMENT

Expanded syllabi can be found on [www.saim.co.za](http://www.saim.co.za)

### Programme Outline

#### Management Principles

- Introduction to general management
- The evolution of management theory
- Managing in a changing environment
- Managerial decision making
- Organizational change-goal setting
- Planning
- Organizational design
- Authority, power and job design
- Leadership and motivation
- Controlling

#### Business Communication

- The communication model
- Body language
- Multicultural communication
- Oral and written communication
- Using graphs and equations
- Persuasive interaction
- Ethics in business communication

#### Business Accounting

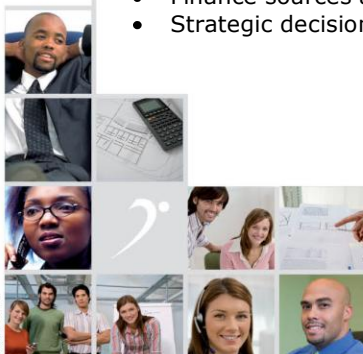
- The use of financial information in managerial decision making
- Financial reports for management
- Financial statement analysis
- Cost behaviour and profit
- Volume decisions
- Management control of costs and efficiency
- Setting and achieving budgets
- Management of working capital
- Investment alternatives and project evaluation
- Finance sources and costs
- Strategic decisions involving finance

#### Self Management

- Understanding the self development process
- Achieving wellness
- Developing your mind power and a positive mental attitude
- Problem solving, decision making and creativity skills
- How to motivate and communicate effectively
- Superior interpersonal skills
- How to improve self image and self esteem
- Achieving personal success and meaning in your life
- Developing a personal life plan
- Assessing your management potential

#### Marketing Management Principles

- The nature of marketing
- The marketing environment
- Market segmentation, market targeting and product positioning
- Market information and forecasting
- Product decisions
- Distribution decisions
- Marketing communication decisions
- Pricing decisions
- The planning, implementation and control of the marketing strategy



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### Human Resource Management Principles

- The foundation and challenges of human resource management
- Workforce diversity and regulatory challenges
- Job analysis and design
- Employee recruitment, selection and induction
- Performance appraisal and performance management
- Employee training, management development and career management
- Compensation systems and benefits
- Health and safety
- Trade unions, collective bargaining and grievance procedure
- Discipline, counseling and dismissal

### ICDL (International Computer Driving Licence)

*Optional – Damelin West Rand only*

- Concepts of Information Technology (IT)
- Using the computer and managing files
- Word processing
- Spreadsheets
- Database
- Presentations
- Information and communication

Please refer to the detailed ICDL factsheet for more information.

### SAIM DIPLOMA IN BUSINESS MANAGEMENT

Expanded syllabi can be found on [www.saim.co.za](http://www.saim.co.za)

#### Programme Outline

#### Management Practice (including Project Management)

- Improved understanding of the principles of management theory
- Key managerial functions: planning, leading (directing), organizing, controlling
- Leadership
- Contemporary management issues: management of diversity, international management, ethics and corporate social responsibility
- Project management: project management life-cycle, project management principles, project management knowledge and steps

#### Economics A – Micro economics

#### Economics B – Macro economics

#### Business Law Principles

- Contracts, purchase and sale, leases, labour law, agency, forms of ownership, negotiable instruments, insurance, security, insolvency

#### Human Resource Management Practice

- History and origins, legal regulation, the parties, collective bargaining, dispute management, political and economic trends, discipline, dismissal, unfair labour practices, retrenchment, mergers and transfers

#### Marketing Management Practice

- Basics of marketing, marketing planning, marketing audit, marketing objectives, marketing communications, pricing, distribution, marketing information systems

### SAIM ADVANCED DIPLOMA IN BUSINESS MANAGEMENT

(only available at certain campuses)

Expanded syllabi can be found on [www.saim.co.za](http://www.saim.co.za)

**Programme Outline** (this is an example only, other electives are available)

#### Management Strategy

#### Management Research

#### Management Research Project/Report (mini-thesis)

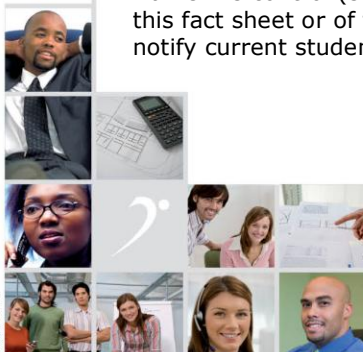
#### Marketing Management Strategy

#### Human Resource Management Strategy

The Management Research Report must be completed within 6 months of the exam and is assessed by the SAIM.

#### Disclaimer

The information contained in this fact sheet is accurate at the time of printing. However, factors beyond Damelin's control (such as environmental, regulatory or technical changes) may cause the contents of this fact sheet or of the programme to change. In the event of any such change, Damelin will formally notify current students. All possible measures will be taken to minimize inconvenience to students.



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