Unlock your leadership potential

WITS UNIVERSITY
DigitalCampus

Principles of Business Management

Certificate of Competence

Master the principles of effective management to help your transition from leading yourself to leading others in today's dynamic business environment.

WHY?

- Build confidence and credibility as a leader by developing the fundamental management skills and business acumen needed to manage individuals and teams effectively and drive organisational success.

- Gain a comprehensive understanding of management theory and practice to help develop a strategic mindset and make informed decisions that align with the organisation's goals.

Duration:
10 weeks
online learning

Effectively manage individuals and teams, monitor performance, implement organisational change, and use relevant management disciplines, principles, and interpersonal skills.

Aimed at:

- Individuals wanting to improve their management skills to lead individuals and teams effectively
- Aspiring Managers preparing for or transitioning into a management role or position
- Newly appointed managers with little or no experience in management
- Entrepreneurs and business owners

READ the course prospectus

APPLY for this course

IMAGINE

unlocking the art of management and leading with impact, driving success for your team and organisation.

Learning outcomes

- Understand basic management theory and practice
- Manage a business using organisational and action planning
- Apply business management disciplines, principles, and related soft skills
- Make use of relevant knowledge, skills, and tools related to effective management
- Successfully manage individuals and teams
- Monitor performance via control processes and techniques
- Effectively manage organisational change

The aim of the course is to provide an understanding of basic management theory and practice to aid business professionals in making the challenging transition from leading themselves to leading others.

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Principles of Business Management Course Overview

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
100 1922 2022

Format
Wits University Certified
Online Short Course

Breakdown
10 weeks online learning

Language
English
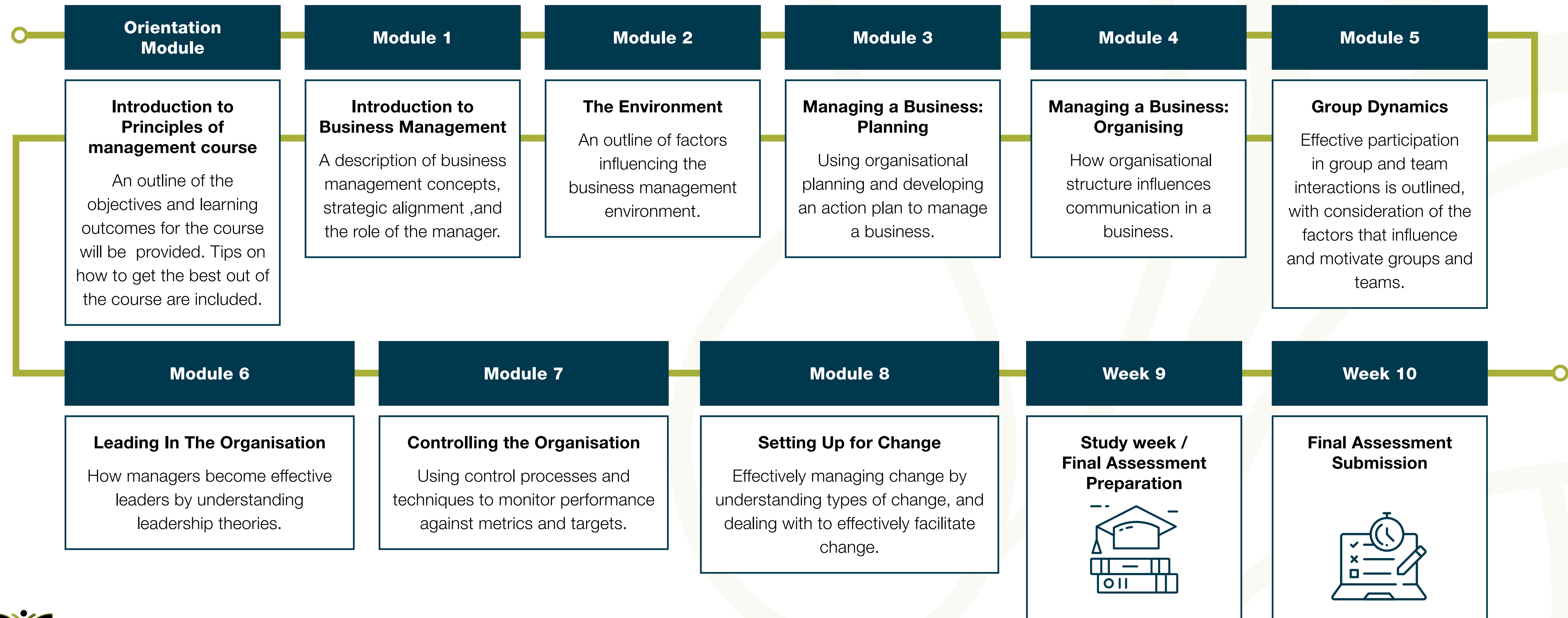
Course Outcomes (Summarised)
- Apply basic management theory, practice and principles to effective business management
- Apply management-related soft skills to effectively manage individuals and teams

Course Curriculum

Module 1	Introduction to Business Management

Module 2	The Environment

Module 3	Managing a Business: Planning

Module 4	Managing a Business: Organising

Module 5	Group Dynamics

Module 6	Leading in the Organisation

Module 7	Controlling the Organisation

Module 8	Setting Up for Change

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Principles of Business Management Course

Prospectus Course Outline

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
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1922 2022

Orientation Module

Introduction to Principles of management course

An outline of the objectives and learning outcomes for the course will be provided. Tips on how to get the best out of the course are included.

Module 1

Introduction to Business Management

A description of business management concepts, strategic alignment ,and the role of the manager.

Module 2

The Environment

An outline of factors influencing the business management environment.

Module 3

Managing a Business: Planning

Using organisational planning and developing an action plan to manage a business.

Module 4

Managing a Business: Organising

How organisational structure influences communication in a business.

Module 5

Group Dynamics

Effective participation in group and team interactions is outlined, with consideration of the factors that influence and motivate groups and teams.

Module 6

Leading In The Organisation

How managers become effective leaders by understanding leadership theories.

Module 7

Controlling the Organisation

Using control processes and techniques to monitor performance against metrics and targets.

Module 8

Setting Up for Change

Effectively managing change by understanding types of change, and dealing with to effectively facilitate change.

Week 9

Study week / Final Assessment Preparation

Week 10

Final Assessment Submission

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Principles of Business Management Course
Prospectus Course and Module Overview

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
100 1922 2022

Course Overview

An understanding of basic management theory and practice to aid business professionals in making the challenging transition from leading themselves to leading others in today's dynamic, rapidly changing business environment. This course provides learners with the knowledge, skills and tools to apply business management disciplines, principles, and soft skills to the effective management of individuals and teams.

Module 1:
Introduction to Business Management

Every organisation appoints business managers to head up teams or business units. However, these business managers are often unsure of their exact role and the level at which they are expected to operate. It is a challenging transition, moving from being an employee to a manager or leader of a team of people. With the added responsibilities of planning, leading, organising, and controlling and accountability for executing business strategy, new business managers often don't know where to start. This module introduces business management, showing how important it is to organisations, the related levels and roles, the models applied, and the part it plays in the execution of business strategy and goals. This module deals business management concepts, strategic alignment, and the role of the manager.

- **Topic 1:** Business management
- **Topic 2:** Aligning management and business strategy
- **Topic 3:** The role of the manager

Module 2:
The Business Management Environment

The business environment and the forces that push against it and work with it are something every manager must appreciate and leverage. This module introduces the forces at play in the internal and external business environment, and the role players and regulatory frameworks influencing the environment. It also explores tools which can be used to assist managers to track and monitor the environmental forces.

- **Topic 1:** The business management environment
- **Topic 2:** The macro business environment
- **Topic 3:** Role players influencing business management
- **Topic 4:** Impact of regulatory frameworks on business management

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Principles of Business Management Course Prospectus Course and Module Overview

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
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Module 3:
Managing a Business: Planning

A successful organisation is one that plans. Planning processes produce fundamental decisions and actions which shape and guide what an organisation does, who it serves, and where it's headed. Organisational planning is the process undertaken by management to identify the organisation's mission, vision ,and objectives together with the strategies to achieve them. This module looks at the importance of planning from a business management perspective, and consider action planning.

- **Topic 1**: Introduction to organisational planning
- **Topic 2:** Action planning for managing a business

Module 4:
Managing a Business: Organising

This module looks at the importance of ensuring an organisation has the appropriate structure in place to ensure it functions effectively. Structure determines the relationships between the various functions and positions in an organisation. It also determines the levels of authority and responsibility for tasks or activities. Channels of communication in an organisation are explored, and the structures which facilitate good communication.

- **Topic 1:** Introduction to organisational structuring
- **Topic 2:** Types of organisational structures
- **Topic 3:** Communication in organisations

Module 5:
Group Dynamics

Business managers encounter many issues when dealing with groups and teams: formation of groups and teams; group dynamics; types of teams; diversity; motivation; and conflict. It is important for managers to prepare for employee interaction in groups and teams, both informal and formal. Managers must recognise the stages within teams and motivate members of a team.

- **Topic 1:** Groups, teams, and business management
- **Topic 2:** Groups and teams in the business
- **Topic 3:** Group or team motivation

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Principles of Business Management Course
Prospectus Course and Module Overview

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Module 6:
Leading in the Organisation

There have been many leaders demonstrating similar sets of attributes. These include self-awareness, understanding of others ,influence, vision, and execution. Nelson Mandela, the first black President of South Africa, demonstrated these attributes through his awareness of tradition, his humility, coupled with an acute awareness of how important it is to set an example and maintain his image. Mandela framed his vision and mission and communicated these, adapting his tactics to any situation in which he found himself. He is remembered for his humility, passion for people, and how he built trust amongst all racial groups in South Africa. This module covers the attributes of successful leaders, leadership styles, models of leadership, and theories of motivation

- **Topic 1:** Leading versus managing
- **Topic 2:** Leadership theories
- **Topic 3:** Fitting leadership types to situations
- **Topic 4:** Theories of motivation

Module 7:
Controlling the Organisation

Control and power are fundamental to the control of an organisation, and there are control systems in all areas of operations. Organisations are complex systems made up of social relationships, status, and power, and attention must be given to manager–subordinate relationships. Managers need to understand the nature of power and control to improve work behaviour and organisational performance. This module considers the tools managers can use to monitor and control their organisations, to ensure effective performance against measured targets.

- **Topic 1:** What is control?
- **Topic 2:** Approaches to controlling
- **Topic 3:** Flowcharting for effective control
- **Topic 4:** Behavioural implications and success factors of control

Module 8:
Setting Up for Change

Leaders and managers must deal with many types of change, including routine change, evolutionary, or accidental change daily. Change can take on many forms, including interventions implemented to improve processes, growth in market offerings, or innovation in the workplace, etc. Organisational change can vary from large- to small-scale change, from slow and very gradual to fast change, and sometimes it can suddenly emerge without forewarning. Whatever its shape or form, leaders and managers must be equipped to recognise change and deal with it or run the risk of failure. This module deals with effectively managing change with a clear understanding of types of change, change resistance, change models, and processes.

- **Topic 1:** What is change?
- **Topic 2:** Resistance to change
- **Topic 3:** A model for leading change in an organisation
- **Topic 4:** The manager's role in facilitating change

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Content Expert and Lecturer

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
100
1922 2022

Dr Timothy Hutton

D Tech in Business Administration

Dr Hutton has over 30 years' experience in Human Resources, Marketing, Supply Chain and Strategy Development and Implementation as a consultant or senior/executive manager. In addition to this, he has 16 years' experience lecturing and teaching at Master's level and in executive education.

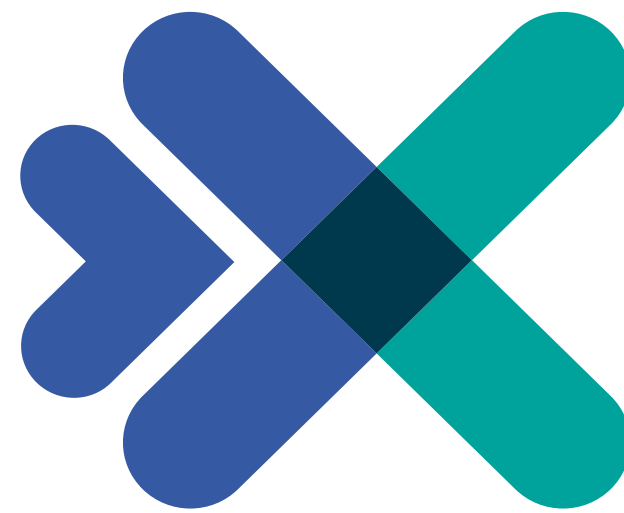**READ**
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- Certificate of Competence from Wits, voted No 2 University in Africa: 2022 Academic Ranking of World Universities (ARWU)

- Trusted by some of the largest organisations in Africa with over 12 000 corporate Alumni

- Individual interaction with Wits academics and tutors

- Focused learner support and engagement on the learning journey

- Completion and progress reporting to track your investment and impact your scorecard

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