

CERTIFICATE IN BROADCAST MANAGEMENT [MAN004, MAN005]

Management Development on Various Levels

Programme Duration: 12-24 months

[Accreditation in Progress]

OVERVIEW:

By improving the management knowledge, confidence and ability of individuals, the certificate can contribute to enhanced business performance. The growth of existing broadcasters relies solely on managerial competency. Although substantial progress has been made in developing entrepreneurial and new venture skills, industry needs the next step into the full range of managerial knowledge and skills.

The purpose of the qualification is to deliver and equip broadcast managers with the skills, expertise and knowledge to advance the capability of managers and leaders in the broadcasting industry.

Description.

There is a demand for managers with a broad range of skills, and expertise in specialised areas. They must be capable of operating in a multi-channel, fragmented audience and a media context that converges traditional broadcast with digital social and mobile media. They must be capable of facing and dealing with constant change, high risk factors and a media-saturated audience.

The context requires the broadcast manager to acquire a different set of skills, knowledge and expertise. In a rapidly changing environment, it is not advisable to train learner managers in a classroom when they are divorced from the workplace that is directly associated with their learning programme. The qualification endeavours to fast track and reinforce managerial programme learning with simultaneous practical experience.

Year 1 – Certificate Programme [MAN004]

- Programme divided into 2 Contact sessions of 5 days each – over period of 12 months

Year 1 of this qualification covers:

- People Management Development
- Emotional Intelligence
- Developing Operational Plans
- Conflict Management
- Interpersonal Skills
- Change and Diversity Management



Year 2- Certificate Programme [MAN005]

- Participants should have completed the Year 1 successfully.
- Programme divided into 2 contact sessions 5 days each – over period of 12 months

Year 2 of this qualification covers:

- Strategy and Budgeting
- Project Management
- Audience Science
- Principles of knowledge Management
- Customer Relations
- Motivating a team
- Building a Team

Please Note:

- 2 years part time
- 15 contact sessions year 1 as well as 15 contact sessions in year 2.
- Contact sessions divided into 5 days (week) to minimize operational disruptions.
- Year 2 –candidates eligible on successful completion of year 1.
- Each module work related assignment/s have to be signed off by the manager / supervisor.
- Broadcast Management Certificate **not yet accredited**, it is intended for the successful candidates to be eligible to pursue the Diploma in Broadcast Management (*this is in the process of being accredited by the Council of Higher Education*).
- Contact Sessions to be facilitated by the eAcademy and its appointed trainers.

The qualification involves a variety of assessment, teaching, training, instruction, and application methodologies. The qualification envisages strict adherence to a fixed programme and schedule, and/or planned and programmed integration with workplace activities.