

MANAGEMENT ADVANCEMENT PROGRAMME [MAN007]

This NQF Level 8 Aligned, Certificate of Competence programme comprises of seven courses of study, as well as an elective component.

Programme Duration: 20 days of classroom content spread over a ten month period

[Accreditation in Progress]

Programme Description:

This programme has as its premise the development of individual and organisational capabilities that will lead to a sustainable competitive advantage in the media industry through the design and delivery of World Class Management and Leadership Programmes. The programme is designed to meet the need in South Africa for developing competent managers, and has a special focus on leadership skills and personal development through experiential learning. This programme is facilitated in partnership with the Wits Business School.

Learning Outcomes:

- Demonstrate an understanding of the functional responsibilities of management
- Demonstrate the ability to use theoretical knowledge and tools to exercise managerial responsibilities
- Show an awareness of own personal development needs as a manager & leader
- Enhance confidence as a manager
- Belong to a network of managers from different parts of the business.

- Programme Structure:

Core Modules

- Group Dynamics
- Principles of HRM %IR
- Principles of Economics
- Principles of Accounting & Finance
- Principles of Marketing
- Principles of Operations Management
- Principles of Strategic Management

Electives

- Principles of Programme Management
- Broadcasting Regulatory Environment
- Principles of Editorial Independence and Ethics

Formal assessment will be completed as follows:

- On-boarding – Experiential learning
- Professional – Action Learning Projects
- Core – Individual, Syndicate assignments and Exams