

Rhodes Business School

# PGDip

(Enterprise Management) FT



**Rhodes Business School**  
*Leadership for Sustainability*



**RHODES UNIVERSITY**  
*Where leaders learn*

## Full-time Post Graduate Diploma in Enterprise Management

The Rhodes Business School is committed to making a significant contribution to the development of an entrepreneurial culture in South Africa. In a country in which unemployment is high and in which the prospects of finding employment in established organisations appears to be diminishing, more people will have to think in terms of creating their own employment, as opposed to just seeking employment.

The Full-time Postgraduate Diploma in Enterprise Management, known as the PGDip (Enterprise Management) FT, is designed to lay the foundations for students who wish to pursue the idea of starting their own businesses, thus creating their own employment as well as employment for others. It is generally held that small businesses create far more jobs from a macroeconomic point of view, than do established, large businesses. Being an entrepreneur has its own set of challenges, agonies and ecstasies. If, at the end of the

course, a student feels unsuited to being an entrepreneur, he or she will nevertheless be equipped to pursue a career in business.

The programme is based on the action-learning philosophy. Students on the programme will be expected to learn by doing and to develop conceptual understanding and practical skills through a process of simultaneous interaction. This means that programme differs somewhat from the typical university course.

The target group for the programme is undergraduate students from any faculty who have NOT majored in Management, Business Administration, Business Management or the equivalent.

The Rhodes Business School wishes to bring together a rich diversity of students from different educational backgrounds to create an entrepreneurial group which is representative of South African people.



### **Our Vision**

To transform business for a sustainable world.

### **Our Mission**

To educate and influence responsible business practice, responsibly.

### **Our Values**

- Professionalism & Excellence
- Integrity & Respect
- Quality & Innovation
- Diversity & Equity
- Knowledge & Advancement



### **The Programme**

This is an intensive, one-year, full-time programme. It takes place from February to November each year. It is designed to teach the basic conceptual frameworks necessary to understand small business management and entrepreneurship, while equipping students with the practical skills and techniques necessary to start up and run small businesses effectively.

A key component is the Alpha Project. Having been exposed to the key elements of a business plan, students, working in groups, are required to actually set up real micro-enterprises and manage them throughout the year. Seed funds for these micro-enterprises are arranged. The Alpha Project is the basis for the implementation of the action-learning philosophy. During classroom sessions, the practical experiences gained are explored and reflected upon. Each micro-enterprise is supported by a mentor.

### **Programme Content**

The main objective is to teach students of entrepreneurship, about entrepreneurship and through entrepreneurship. Teaching through entrepreneurship is accomplished via the Alpha Project. Teaching for and about entrepreneurship is accomplished in the classroom, where the practical experience of the Alpha Project is linked to theory.

### **The Learning Approach**

The programme is based on the action-learning philosophy, which is embodied in three distinct elements:

- The Alpha Project
- Lectures, seminars, discussions and case studies
- Private preparation

The three activities are designed to provide mutual support for each other and to add value to overall learning. Conceptual understanding and practical skills are

fostered and developed through both individual and group activities. Individual understanding developed in private preparation is tempered in collective debate, which encourages the flow of ideas and deepens comprehension.

### Orientation

The course begins on the Monday of Orientation Week. After registration it will start with a period of orientation which will include visits to businesses to provide students with the opportunity to interact with entrepreneurs and to see how their businesses operate. Thereafter during orientation week a process of idea generation for the Alpha project will be followed by forming of groups and businesses and writing of business plans. Lectures commence on the first day of term.

### Courses within the Programme

- Computerised Accounting for Small Business
- Financial Management
- Strategic Marketing
- Human Resource Management
- Entrepreneurship
- Supply Chain and Project Management
- Entrepreneurial Law
- There are also additional seminars hosted on Governance, Sustainability and Personal Branding

### Application Procedure

For application forms contact the Rhodes University Student Bureau:  
Tel: [046] 603 7034 Fax: [046] 603 8127  
Email: [academicadmin@ru.ac.za](mailto:academicadmin@ru.ac.za)

### Accreditation

Rhodes University has been delegated authority by the HEQC to accredit its own short courses. A rigorous policy is in place to manage short courses and employers are able to claim skills levy reimbursements for Rhodes University accredited short courses.

The CHE has granted full accreditation to the Rhodes Business School's MBA programme.



### For more information Contact:

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[www.criticalthought.co.za](http://www.criticalthought.co.za)

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