

Part-time Post Graduate Diploma in  
**Enterprise  
Management**



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



**RHODES UNIVERSITY**  
*Where leaders learn*



## The benefits of enrolling at Rhodes Business School

Rhodes Business School is plugged into the learning requirements of business today where most people who are working full-time require the flexibility of a part-time programme.

Rhodes Business School has perfected this approach through its highly successful, AMBA-accredited modular MBA.

PGDip EM PT students need only take off one week at a time from work, and a total of three weeks over the 12-month programme to attend teaching block lectures at Rhodes Business School on Rhodes University's campus in Makhanda (Previously Grahamstown), Eastern Cape. A fourth teaching block (spread over 3 separate weeks through the year) will be facilitated online and students will participate in a virtual classroom from the comfort of the own home or office.

The Part-time Post Graduate Diploma in Enterprise Management (PGDip EM PT) is a 12-month programme run within the Rhodes Business School starting in January each year and ending in December.

The PGDip EM PT is designed to meet the needs of graduates in full-time employment from a wide range of job functions who wish to:

- Develop their business development skills within their organisation;
- Develop an Intrapreneurial approach to business;
- Enhance their general management ability; and
- Deepen and update their business knowledge, understanding and practice.

The PGDip EM PT is an NQF Level 8 equivalent qualification worth 120 credits. It also serves as a precursor qualification for those wanting to pursue an MBA. In addition successful students will also gain three module credits towards their MBA.

### The Intrapreneur within

The Intrapreneurial focus of the PGDip PT is ideal for people, who, while working within a larger organisation, are able to use their entrepreneurial skills to develop a new product, service or line of business within their organisation or as a subsidiary of their organisation.

### *Personalised classes*

During these weeklong teaching blocks, students experience small, personalised classes in Rhodes University's scholarly environment, with access to outstanding lecturers, facilities and libraries.

### About the PGDip EM PT

The PGDip EM PT is based on the "Problem Based Learning" philosophy. Students on the programme will be expected to learn by doing, where you simultaneously acquire a conceptual understanding and practical skills set.

The qualification will enable students to develop in-depth, discipline-specific skills and applied competence in the private and public sectors. It will provide opportunities for personal intellectual growth, more purposeful employment and making a greater contribution to society. It will empower learners to solve problems in a focused way and to effectively manage and allocate resources, to communicate effectively and to contribute to knowledge and socio-economic transformation in a responsible, ethical and innovative manner.

## Summary of the PGDip EM PT programme

The 12-month programme includes a total of seven subjects, presented as papers, plus an Integrated Case Based Project. The project and seven Papers are , as summarised here:

### Case Based Learning Project:

This is a group project, which entails analysing a business case and providing an integrated review and response to the challenges and opportunities raised. The case will typically have an Intrapreneurial flavour to it.

### Financial Management:

Focuses on aspects specific to entrepreneurs and intrapreneurs, inter alia, alternative sources of capital, bootstrapping, financial contracting issues, insurance, private equity, taxation, valuing a business and key decision making concepts and tools including ratio analysis, break even analysis, budgets and working capital management.

### People Management:

Focus is from the perspective of the manager of an SME, manage organisational behaviour, exercise leadership, carry out various human resource functions and comply with the South African labour relations framework and supporting legislation.

**Strategic Marketing:** Focus is on the place a marketing plan has within the overall business plan of an organisation. It examines the marketing strategies most appropriate under a range of different market and product life-cycle circumstances. The approach offers a template for developing a case study-based marketing plan that meets the needs of the firm's aims and objectives within the context of a product and market for any aspiring entrepreneur.

### Leadership for Sustainability:

Focus is on considering the changes to the organizational "playing field" resulting from increased awareness and demands for sound corporate governance and social and environmental accountability and how an understanding of these changes can assist in leveraging competitive advantage. Key themes that will be introduced are concepts of sustainable development within the South African, regional and international contexts, governance and corporate

social responsibility, plus local and international drivers and considerations for business organisations.

### Strategic Operations Management:

Focus is on process types and process flows in manufacturing, performance measurement, benchmarking and re-engineering, production planning, quality management, lean thinking and world class manufacturing, sustainable supply chain management and procurement, risk assessment, life-cycle analysis and systems. **MBA Aligned**

### Sustainable Economics:

Focus is on presenting an insight into the theoretical and applied Economics concepts required to engage successfully as a manager or business leader in a sustainable economy. The module relies on two principal theoretical frameworks, namely Resource-Based Theory and Bourdieu's Theory on Capital. Key topics covered include scarcity, supply and demand, elasticity, competition and the regulation of markets, externality, poverty and inequality, the macroeconomic perspective, economic growth, inflation, money and banking, and the government's role. Also explores environmental economics. **MBA Aligned**

### Business Development and Consulting:

Focuses on the important role that consultants play in developing new business opportunities. There are three components to this module, run at three different intervals. This first investigates the role of the business consultant and the consulting frameworks that support successful consulting engagements. The second investigates the role played and the importance of knowledge management within the developing organisation. The third examines communication theory and the critical role played by effective, ethical communicators within a business, both from a consulting as well as a general perspective. Assignments for each component are applied and unique to each students' business environment. **MBA Aligned**

**The 7 Papers combined are worth 84 credits and the Project is worth 36 credits totalling 120 credits**

An example of the layout of the program is shown in the table below:

<b>Teaching Block 1 (in attendance at Rhodes University) – Starts on Friday 2pm and ends the following Saturday 6pm</b>		
February	Paper 1	Paper 2
<b>Teaching Block 2 (in attendance at Rhodes University) – Starts on Saturday 3pm and ends the following Saturday 6pm</b>		
May/June	Paper 3	Paper 4
<b>Teaching Block 3 (in attendance at Rhodes University) – Starts on Saturday 3pm and ends the following Saturday 6pm</b>		
August/September	Paper 5	Paper 6
<b>Teaching block 4 (not in attendance) – Runs over three separate weeks</b>		
I week in March I week in June I week in October	Paper 7– Online “virtual” class room	



Applicants should be competent in the electronic office suite of programmes (including MS Word, Excel, PowerPoint and a web browser). Your own laptop is an essential and compulsory tool for the course.

### Application procedure

Visit the Rhodes Online Student Service (ROSS) <https://ross.ru.ac.za/> and click on Admission/Other

Attach to your application:

- A certified copy of your degrees/certificates
- Academic Transcripts
- A certified copy of your ID or Passport

### Eligibility

Applications from persons who have obtained a degree in any faculty from a recognised university or institution will be considered (minimum of a degree or equivalent qualification; an equivalent qualification is an NQF level 7 qualification).

### Fees and Funding

Fees cover all tuition, core textbooks, course materials and assessments. They do not include accommodation or meals. Fees are confirmed in November of each year for the following year.

### For more information contact:

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