

Shaping Executive Minds in Africa

# *Post-graduate Diploma in Management (PGDM)*





# INTRODUCTION

## **North-West University Business School's Post-graduate Diploma in Management: *Empowering the Next Generation of Leaders in Africa***

In today's fast-paced, constantly evolving business world, effective management is the key to success. To navigate the complex challenges this environment poses, professionals need a robust and dynamic understanding of management principles. At the North-West University (NWU) Business School, we offer the perfect solution: our Post-graduate Diploma in Management (PGDM), a course designed to equip professionals with advanced academic, theoretical and practical management skills.

Our PGDM programme is highly respected, with accreditations from the Higher Education Quality Council (HEQC) in South Africa, the Association of African Business Schools (AABS) and the London-based Business Graduates Association (BGA). These accreditations underline our commitment to quality and our standing in the sphere of global education.

At the NWU Business School, we have a proud history of delivering capable graduates, who contribute meaningfully to social and economic growth in Southern Africa. With this PGDM, we aim to continue this tradition by developing the strategic leadership potential of business managers. We blend theory and practice, ensuring you can immediately apply your learning to real-world situations.

This programme takes a holistic view of management, enhancing your ability to think broadly and bridge gaps between theories and the actual practice of effective management. We cover a diverse range of business disciplines and focus on ethical leadership, responsible management and sustainability.

Our graduates emerge with a well-rounded understanding of responsible business management and the ability to solve problems related to sustainable organisations. They also gain the ability to integrate knowledge, handle complexity, reflect on social and ethical responsibilities, engage and communicate with various stakeholders, and present their knowledge and findings convincingly.

We invite you to join the NWU Business School and embark on this exciting journey to enhance your management capabilities and propel your career forward. With our Post-graduate Diploma in Management, a world of opportunity awaits.

***Welcome to the NWU Business School,  
where academic excellence meets  
practical experience, and where we  
Shape Executive Minds in Africa!***







## A WORD FROM THE CHIEF DIRECTOR

The Post-graduate Diploma in Management is designed to equip you with the knowledge and skills necessary to thrive in the dynamic and ever-evolving world of business. We understand the importance of staying ahead of changes in the world of work, and our program is dedicated to preparing you for the challenges and opportunities that lie ahead.

Our comprehensive curriculum integrates theoretical knowledge with practical skills, ensuring a well-rounded skill set that empowers you to excel in your career. We recognize that adaptability and agility are crucial in today's business landscape, and our program places a strong emphasis on cultivating these skills, equipping you to navigate through uncertainty and embrace change with confidence.

One of the key aspects of our program is its emphasis on critical thinking, problem-solving, and decision-making abilities. Our modules are designed to develop these skills and enable you to embrace and lead change effectively. The curriculum takes a holistic view of management, encompassing leadership philosophy to ethical conduct, so that you can achieve a deeper understanding of what it means to be effective in your career.

In addition to learning about management theory, our program places great emphasis on applying these theories in real-world situations. This approach ensures that you gain practical insights and perspectives, allowing you to bridge the gap between theory and practice effectively.

***Join us at the NWU Business School and embark on a transformative journey that will unlock your potential and prepare you for the challenges and opportunities that lie ahead in the ever-evolving world of business.***



*Sincerely,*

***Dr Joseph Sekhampu  
Chief Director***



## A WORD FROM OUR PROGRAMME LEADER

*Dear prospective students,*

As the Programme Leader for the Postgraduate Diploma in Management, I am thrilled to extend a warm welcome to you. Choosing to pursue further education is a significant decision, and I commend you for considering our program.

Our Postgraduate Diploma in Management is designed to equip you with the skills, knowledge, and perspectives needed to excel in today's dynamic business landscape. Whether you aspire to advance your career, start your own business, or deepen your understanding of business principles, our program offers a transformative learning experience.

At our institution, we prioritize academic excellence, practical relevance, and a supportive learning environment. Our experienced faculty members provide you with the guidance and support you need to achieve your goals. Additionally, our curriculum integrates real-world applications and case studies to ensure that you develop practical skills that are immediately applicable in your professional endeavors.

We understand that embarking on a postgraduate journey can be both exciting and challenging. Rest assured; we are here to support you every step of the way. Our vibrant and diverse community of students and faculty will inspire and motivate you to reach your full potential.

I encourage you to explore our program further and reach out if you have any questions or would like more information.

***We are excited about the possibility of having you join our community and embark on this journey of growth and discovery together.***



***Best Regards,  
Ms Tebello Msimanga (MCOM)SA***



## *Why should I enrol for a PGDM qualification?*

The Post-graduate Diploma in Management offered by the NWU Business School represents a unique opportunity for personal and professional growth. Here are some key reasons why enrolling in this programme can be beneficial:

**1. INTERNATIONAL RECOGNITION:** Our PGDM programme is accredited by the Higher Education Quality Council (HEQC) in South Africa, the Association of African Business Schools (AABS), and the London-based Business Graduates Association (BGA). This international recognition boosts the value of your qualification and opens doors to global opportunities.

**2. ENHANCED MANAGERIAL SKILLS:** The programme's coursework is designed to deepen your understanding of core management principles, sharpen your problem-solving skills and develop your capacity to integrate complex information. These skills empower you to more effectively handle advanced managerial roles.

**3. ETHICAL AND RESPONSIBLE LEADERSHIP:** The course content integrates ethics and responsible management. This approach equips you to lead sustainably and responsibly - qualities increasingly sought after in the modern business world.

**4. THEORY AND PRACTICE ALIGNMENT:** Our teaching methodology emphasises bridging the gap between theoretical knowledge and practical application, preparing you to navigate real-world business challenges efficiently.





**5. COMPREHENSIVE UNDERSTANDING:** The programme's multi-disciplinary approach provides a broad perspective of various business disciplines, enabling you to understand and manage the interconnected dynamics of a business environment.



**6. NETWORKING OPPORTUNITIES:** Being part of the NWU Business School gives you access to a network of accomplished peers, industry leaders and alumni. These connections can lead to collaborative opportunities and potentially open doors to new career paths.



**7. CAREER ADVANCEMENT:** A Post-graduate Diploma in Management can catalyse your career, improving your prospects for senior management roles and giving you an edge in the competitive job market.



**8. LIFELONG LEARNING:** This programme fosters an attitude of lifelong learning, a critical attribute in today's rapidly changing business environment. You'll leave with a strong foundation for continued professional development and the ability to adapt to future business trends and challenges.



**9. PROVEN CONTRIBUTION:** Our graduates are making significant contributions to social and economic growth in Southern Africa, and you could join their ranks, applying your learned skills to make an impact in your field.

**Enrolling in the NWU Business School's PGDM in Management will empower you with the knowledge, skills, and mindset to lead successfully and make a difference in today's complex business world.**







# Why complete my PGDM @ the NWU Business School?

The North-West University (NWU) Business School is a hub for academic excellence and innovation in management education. *Here's why you should choose the NWU Business School, at which to complete your Post-graduate Diploma in Management:*

1

**SMALL BUSINESS AND ENTREPRENEURIAL FOCUS:** Our programmes are designed with an understanding of the unique needs and challenges of the small business sector, particularly within a developing country context. This focus prepares you to drive growth and innovation in small- and medium-sized enterprises.

2

**STRATEGIC AND CRITICAL THINKING:** Our curriculum emphasises strategic and critical thinking skills. We complement your academic learning with personal coaching, leadership programmes and thought leadership events, such as Pitsos, ThinkTanks and Road Shows, featuring prominent speakers from various industries.

3

**COMMITMENT TO AFRICAN DEVELOPMENT:** Our focus on local challenges and opportunities reflects our commitment to Africa's development. By incorporating global debates and learning from international best practices, we ensure our students can contribute meaningfully on both local and global stages.

4

**ECONOMIC RECOVERY POST-PANDEMIC:** In the wake of the pandemic, our programmes significantly emphasise the country's economic recovery. We actively work towards finding solutions for issues related to corruption and integrity studies, equipping our students to be agents of positive change in their professional lives.

5

**COMMUNITY SERVICE AND SOCIAL IMPACT:** We are deeply committed to community service and, over the last seven years, we have assisted more than 250 organisations with sustainable management skills and systems. Our service-learning initiatives empower you to make a real-world impact while applying what you've learned.

6

**INTEGRATION OF LEARNING CONTENT:** Our programmes strongly focus on integrating learning content into a single cross-functional application in the capstone Company Project. This approach ensures that you graduate with a comprehensive understanding of how different business disciplines work together.

7

**EMPHASIS ON ENTREPRENEURSHIP:** The NWU Business School recognises the potential of entrepreneurship to drive economic growth, particularly in a developing country context. Our programmes have a strong entrepreneurial focus, equipping you with the knowledge and skills to successfully start and manage your business.

In essence, programmes at the NWU Business School are designed to provide you with a holistic management education that is informed by current issues, rooted in real-world application, and driven by a commitment to social impact and sustainable growth. We invite you to join us and take the next step in your management career

# POST-GRADUATE DIPLOMA IN MANAGEMENT AT A GLANCE

8

## Qualification level:

This course is presented at Post-graduate NQF Level 8



## Duration of study:

A compact 1-year programme with a maximum completion time of 3 years.



## Mode of Delivery:

Flexible study modes - full-time contact or part-time contact mode with blended modality for part-time contact sessions, or distance-based (online) for remote learners.



## Language of Tuition:

Coursework is conducted entirely in English.



## Sites of delivery for Contact Modes:

Benefit from in-person study schools and workshops at our North-West campuses, bolstered by convenient synchronous remote sessions you can join from your home or office. Due to be extended to Vanderbijlpark in 2025.

120

## Credit load:

Our professional PGDM programme carries 120 SAQA credits.



## Time-requirement:

Be prepared for self-directed learning. You will need approximately 1200 hours to complete this qualification. For every hour spent in class, anticipate an additional 4 hours for reading, group work and assignments.



## Learning Activities:

Rich learning experiences await, in the form of lectures, guest lectures, panel discussions, service & work-integrated learning assignments, syndicate group work and self-study via our online learning management system (eFundi).



## Assessment:

Assessment involves a combination of practical assignments, in which you will apply theoretical concepts to your own context or group work, as well as a portfolio submission.



## Group Work:

Group work is integral to our programme, providing a realistic work simulation to enhance learning. Our experts guide diverse groups in maximising their combined backgrounds, skills and strengths.



## Our Staff:

Benefit from the insights of our knowledgeable full-time and part-time staff members, supplemented by local and international experts from both academia and industry.



## Study materials:

Course fees include access to online libraries, ensuring you have everything you need at your fingertips. Part-time and full-time students have access to campus libraries.



## Travel and accommodation:

Please note that students are responsible for their own travel and accommodation arrangements and the associated costs.

*Join us at the NWU Business School to unlock your management potential and make a significant contribution to the social and economic growth of our region.*





# ADMISSION REQUIREMENTS

*At the NWU Business School, we uphold rigorous admission standards to ensure the quality and excellence of our Post-graduate Diploma in Management. We benchmark our admission criteria against accredited business schools and industry best practices.*

All applicants must fulfil the following minimum requirements:

## ◆ Academic Qualification:

- Applicants must hold a Bachelor's degree with 360 credits.
- BTech or Advanced Diploma (NQF 7) Students: Candidates with a BTech (NQF 7) will be considered if they achieved a 60% mark in their final year of study, and have at least two years of relevant work experience.

## ◆ Requirements:

- Candidates must have at least two years of proven, relevant work experience or achieve a 60% pass rate in all final-year prescribed modules in the third- or fourth (final) year of their undergraduate programme.

## ◆ Recognition of Prior Learning (RPL):

- Candidates can apply for RPL if they have accumulated sufficient managerial experience. The closing date for RPL applications is 31 July of the year preceding the year of study.

## ◆ Computer Literacy:

- Applicants must be computer literate and have internet access.

The programme upholds high academic standards and aims to equip students with advanced theoretical and practical management skills. We encourage eligible candidates to apply and start their journey towards becoming professional leaders in the world of business.

Notwithstanding the above minimum requirements, the Business School reserves the sole and unfettered discretionary right of admission to the PGDM programme, subject to consideration of its operational and capacity (including financial aspects), requirements, quality assurances, teaching and learning policies, as well as any other matters that may influence admission.



# APPLICATION PROCESS

## *BEFORE YOUR START*

You must upload several documents on the online application system, while completing the online form. Be sure to have the following at hand:

- A comprehensive CV,
- An essay showcasing your motivation for pursuing a PGDM and your work experience
- An electronic copy of your ID document,
- An electronic copy of your academic record,
- An electronic copy of your degree certificate(s).

## *STEP 1*

Click the following [link](#) to apply. If you require assistance with your application, please visit this [link](#).

## *STEP 2*

Applicants will be notified regarding their application status after the initial screening. Applicants who pass the screening phase will be contacted with relevant details to complete the required selection test.

## *APPLICATION DATES*

Applications open on 1 April 2023 and will remain open until 30 November 2023 (30 September 2023 for RPL candidates).

1

2

# *CURRICULUM 2024*





## FIRST SEMESTER:

Module Code	Module Description	Credits
BLCG512	Corporate Governance	12
CCMM511	General Management	12
CCMM515	Managerial Economics	12
CCMM517	Financial Reporting	12
GOPM511	Operations Management	12

## SECOND SEMESTER:

Module Code	Module Description	Credits
HRMD521	Human Resource Management for Line Managers	12
MKTM522	Principles of Marketing and Advertising	12
PGRE521	Research Methodology	12

## ELECTIVES (CHOOSE TWO):

Module Code	Module Description	Credits
GPRM521	Project Management	12
CCMM521	Information Management	12
GLOM521	Logistics Management	12
GNBV521	New Venture Creation	12
BLLR522	Labour Relations	12

The total number of credits for the second semester is 60, leading to 120 credits in total for the entire curriculum. Part-time/distance students can spread their modules over a two-year period to manage their workload.

Our programmes are offered exclusively in English. The full-time programme is delivered in contact mode in Potchefstroom and Mafikeng. The part-time programme is offered after-hours in Potchefstroom and Mafikeng in blended mode. With no face-to-face contact sessions, the distance programme is delivered asynchronously and complemented by synchronous question-and-answer sessions provided after hours.

## *Study schools & Workshops*

All students are required to travel to the Study Schools once per semester (twice during the year), and students will be responsible for their own travel and accommodation during the required weeks. Study Schools will run full-day from Monday to Friday morning, with speakers and networking events in the evenings.



# ACCESS TO TECHNOLOGY AT NWU BUSINESS SCHOOL

At NWU Business School, we leverage our eFundi platform to create a dynamic, interactive learning environment. This platform provides course materials, formative and summative assessments (including online tests and quizzes), and opportunities for discussion. Consistent internet access is vital for your educational journey with us.

Our course materials often link to additional resources such as downloadable documents, external websites, and videos. Reliable internet access is not just important but essential for efficient communication, learning, and academic success.

You will need continuous online access to study, engage with provided resources, complete individual or group activities, submit assignments, and receive feedback. Additionally, we conduct summative assessments (exams) and selected formative assessments remotely using an online proctoring tool. For these remotely proctored exams, you need to have your own device (laptop, Mac, or desktop) with a stable internet connection.

Furthermore, to foster a more interactive and engaging learning environment, we've implemented a camera-on policy during our synchronous online sessions. This means you will also need a webcam and microphone to participate in these sessions.

## MINIMUM REQUIREMENTS FOR ONLINE PARTICIPATION

*To successfully participate in your program, you should have:*

- Reliable broadband (high-speed) internet access.
- A modern web browser such as Firefox, Chrome, or Edge.
- Microsoft Office suite for Word, Excel, and PowerPoint.
- A PDF Viewer and the ability to complete and sign documents electronically.
- The ability to scan and upload documents.
- An email account and a cellphone for notifications and communication.
- A webcam and microphone to participate in synchronous online sessions.

Ensuring you meet these minimum technology requirements will pave the way for a smooth and efficient learning experience during your studies at NWU Business School.

Your active participation in our online sessions, enabled by your webcam and microphone, will contribute significantly to the overall interactive and collaborative learning environment we strive to create.

## TIMETABLE 2024

The timetable for the 2024 PGDM year will be published on the [website](#) as dates become available. Students will be informed of any changes well in advance. All students that are approved also receives a student manual with all the necessary information, including the time-tables.

## CONTACT

**Mr. Stephan van Zyl**  
Tel: +27 18 389 2486  
Stephan.VanZyl@nwu.ac.za

**Ms. Wendy Smith**  
Tel: 018 299 4193  
Wendy.Smith@nwu.ac.za

**Ms Saleemah Abdullah**  
Tel: +27 18 389 2095  
PGDM-inquiries@nwu.ac.za

 **NWU**  

---

**BUSINESS SCHOOL**



[www.nwu.ac.za/business-school](http://www.nwu.ac.za/business-school)