

# Postgraduate Diplomas in Management



● BUSINESS COMMUNICATION

● ENTREPRENEURSHIP



● MARKETING

● SPORT MANAGEMENT



School of Management Studies  
FACULTY OF COMMERCE



# Considering a Postgraduate Diploma in Management? .....



## Answer these three questions to find out more...

1. Are you in the final semester of your undergraduate degree and still not certain of what to do next year?
2. Perhaps you aren't sure where you will find employment?
3. Maybe you are considering upskilling to supplement your existing qualifications?

If you answered yes to any of these three questions, you should consider applying for one of our four Postgraduate Diplomas in Management.

Built on over 25 years of educational delivery, our Postgraduate diplomas in Management in **Business Communication, Entrepreneurship, Marketing** and **Sport Management** provide quality training for anyone seeking to leave UCT with commercial skills and market-ready insight and focus.

These one-year diplomas are the same as an Honours level degree (NQF level 8). Once completed you are eligible to apply for a Master's level degree.

# What you need to know .....



## Jumpstart your career while you study

Our one-year "capstone" diplomas are demanding and require students to be thoroughly committed. This is why employers regard our graduates so highly! We encourage students to see their year with us as the first in their career, rather than their last year of university. You will leave this qualification with a sense of discipline depth as well as a broad appreciation of the 21st-century world. Our graduates are not only specialists in one discipline, but also have an excellent general understanding of business practices.

Of course, UCT is renowned for the academic rigour and theoretical approach to its programmes, and you will graduate with a solid understanding of the

theory behind each discipline. The diplomas have an additional advantage of equipping you to apply these concepts in your future career. Everything taught on our courses is aimed to help you solve contemporary problems founded in the real world of work.

## Who may apply?

Graduate students from ALL fields are welcome to apply. You do not need the same undergraduate specialisation to be eligible. We accept students with undergraduate backgrounds in all areas. For example, arts, engineering, humanities or social sciences, hospitality, health sciences, film and media studies, environmental and geographical sciences and law – as well as commerce.

Anyone with – or expecting to graduate with – a recognised undergraduate degree or a similar NQF level 7 qualification may apply.

## Course Duration

Teaching on our **Business Communication, Entrepreneurship, Sports Management** and **Marketing** diplomas commences in February each year and concludes by mid-October. Exams are written at the end of each semester, with successful candidates graduating in December.

## Application Process

**Applications open each year in April and close at the end of November.**

We select students onto our programmes from a range of different educational backgrounds, cities and continents! Due to the high volume of yearly applications, all applications undergo rigorous scrutiny in a selection process that is both strict and fair. By mid-December, you should receive either a notice of acceptance or a letter of regret.

If you are considering a possible master's degree in the future you might think you have to complete honours beforehand. However, rest assured – the postgraduate diplomas require all students to complete an in-depth 4th-year level research project that will prepare you to undertake the advanced research necessary for a higher degree (bearing in mind that all universities have their own admission requirements).

## Hard work, teamwork and major rewards

Our graduates go on to work in just about every sector, spread across the world, with many doing incredible things. You would be surprised to learn that you may well have purchased an item initially conceived and developed by an Entrepreneurship student while studying at UCT.

An additional element is the collegial and social aspect of studying for a Postgraduate Diploma in Management. As classes are much smaller than those on undergraduate courses, and students work intensively together, you will get to make new friends and learn the real value of peer interaction and support. The value of this subtle learning component on our diplomas is incredibly important in your future working environment.

## Tuition Fees

The approximate tuition fee for one of the postgraduate diplomas is R65 000 for South African students. You can find the latest fee information (including fees for international students) in UCT's Student Fees Handbook: <http://www.students.uct.ac.za/students/study/handbooks/current>

*Thank you for providing me with the necessary skills and toolkit by which I can understand myself, others around me and the situations in which we find ourselves.*

– Courtney Oliver  
(Entrepreneurship graduate)

*The knowledge, experience and course material is holistic yet specialised enough to ensure that anyone who steps into the realms of marketing can hold their own and make a positive impact on their position.*

– Duncan Patrick  
(Marketing graduate)



## ●..... Business Communication

Whether as a campaign, media, HR or PR manager, or a company spokesperson, negotiator or communication strategist, you need the ability to curate, manage, present and disseminate information in engaging, relevant and appropriate ways. With new digital career paths reshaping our world, job opportunities are accelerating at an exponential rate. As a competent and knowledgeable communicator, you will be a valuable asset to any organisation.

### **Business Communication courses:**

- **Business and Corporate Communication**
- **Intercultural Communication and Diversity Management**
- **Team Management and Communication**
- **Persuasion in Multimodal Discourses and Domains**
- **Campaign Communication and Reputation Management**

### **Plus TWO of the following courses:**

- **E-Marketing**
- **Introduction to Project Management**
- **Events Management**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**
- **Creativity in Business**
- **Social Impact Enterprise**

*No other course  
[Intercultural Communication  
and Diversity Management]  
fulfilled me as much, ever. It  
not only increased my ability to  
understand others, but it taught  
me and exposed me to so many  
different perspectives of what  
life as a South African means.*

**– Imogen Searra**  
(Business Communication  
graduate)



This specialisation provides graduates with an intensive introduction to the theory and practice of entrepreneurship. The diploma is designed to enable enterprise start-ups, but also to equip you for entry into a broad range of organisational settings.

Within the context of a rapidly changing and challenging global business environment, the appreciation of competitive advantage is key to the programme, and how creativity and innovation may be harnessed to achieve this. An action learning framework is applied throughout.

## **Entrepreneurship courses:**

- **Organisational Project**
- **Entrepreneurial Strategies**
- **Creativity in Business**
- **Management Theory in Practice**

## **Plus TWO of the following courses:**

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **Events Management**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**
- **Consumer Behaviour**
- **E-Marketing**
- **Intercultural Communication and Diversity Management**

*The Postgraduate Diploma in Entrepreneurship inspired me to pursue my passions and showed us the bigger picture regarding life and career.*

*– Yakupna Mdoana  
(Entrepreneurship graduate)*



# Marketing

This diploma attracts students from all over South Africa and is available to all university graduates with degrees other than a Bachelor of Business Science. The programme is extremely popular, so early application and a solid academic record is an advantage.

Because of the nature and scope of the diploma, job opportunities are plentiful, both locally and overseas. The diploma equips you for marketing-related positions in both the public and private sectors, including advertising, retail, market research, public relations, sales and general management.

## Marketing courses:

- **E-Marketing**
- **Retail Management and Services Marketing**
- **Consumer Behaviour**
- **Integrated Marketing Communication**
- **Strategic and International Marketing**

## Plus TWO of the following courses:

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **Events Management**
- **Creativity in Business**
- **Team Management and Communication**
- **Intercultural Communication and Diversity Management**

*If you are looking to move into a career in marketing locally and globally, the Postgraduate Diploma in Marketing is worth the "year off" from work.*

*– Billie-Jean Demas  
(Marketing graduate)*



Sport, both globally and locally, is a huge and fast-growing industry, requiring qualified professionals in all aspects of its management.

Whether your interests lie in managing large corporate sponsorships, making your mark in the field of sport development and policy, promoting new sports, organising competitions and events, being involved in sports broadcasting and media, headhunting in a sports agency or making a splash in sports merchandising, there are numerous opportunities to make a rewarding career in the world of sport.

## **Sport Management courses:**

- **Introduction to Sport Management**
- **Events Management**
- **Sport Management in Practice**
- **Sport Administration and Business**
- **The Science of Sport**

## **Plus TWO of the following courses:**

- **Introduction to Project Management**
- **Social Impact Enterprise**
- **E-Marketing**
- **Retail Management and Services Marketing**
- **Strategic and International Marketing**
- **Creativity in Business**
- **Intercultural Communication and Diversity Management**

*I use the sport specific skills I acquired to help shape the future of sports broadcasting in Africa.*

**– Aziz Jacobs**  
(Sport Management graduate)



## ●..... Core Management Courses

- **Business Research and Communication**
- **Organisation and Management**
- **Effective People Practices**

**Please note:** Students who haven't completed **Introduction to Managerial Finance** and **Introduction to Marketing** (or their equivalents) at undergraduate level will be required to complete these concurrently with their first or second semester courses. It is important to note that these courses, or their equivalents, carry no credit towards the qualification, but are required for graduation.



## ●..... Application Information

To apply for admission to any of the Postgraduate Diploma programmes, all you need is an undergraduate degree in any area, a year of your time, plus the commitment and ambition to succeed.

**APPLICATIONS CLOSE AT THE END OF NOVEMBER EACH YEAR.**

For more information, contact Nonnie Falala:

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or visit the School of Management Studies website:

[www.commerce.uct.ac.za/ManagementStudies/AppliedManagement/Pages/Postgraduate-Diplomas](http://www.commerce.uct.ac.za/ManagementStudies/AppliedManagement/Pages/Postgraduate-Diplomas)

*I loved this programme.  
It taught me that  
entrepreneurship is not  
only about making money  
but about doing what  
you love.*

*– Luis Diniz  
(Entrepreneurship  
graduate)*

*Currently six years in the  
Sport for Development field, I  
can confidently say the course  
has been invaluable in giving  
increased access to the industry,  
building a network and equipping  
me with expert skills ranging  
across multiple disciplines.*

*– Muneez Julius-Rhoda  
(Sport Management graduate)*

*As I reflect on my  
journey at UCT, both in  
class and outside, I realise  
that everything I learnt  
during the programme I  
have been able to apply in  
the workplace.*

*– Natalie Khambi  
(Business Communication  
graduate)*

# Earn up to 100% interest\* with a one-year investment

\* (from prospective employers)

Past graduates have experienced a high degree of success in finding excellent employment prospects or starting their own businesses.

[www.commerce.uct.ac.za/ManagementStudies/  
AppliedManagement/Pages/Postgraduate-Diplomas](http://www.commerce.uct.ac.za/ManagementStudies/AppliedManagement/Pages/Postgraduate-Diplomas)