

Bachelor of Social Science Honours in Business Management

Module Descriptors

Research Methodology (NQF 8, 20 credits)

This module introduces the student to social research paradigms and philosophical assumptions. It further introduces the student to the rationale of both the qualitative and quantitative approaches to research. Students will explore approaches to qualitative inquiry (for example, case studies, interviews, and focus groups) and will learn to conduct qualitative research. The module also explores quantitative research designs (for example, experimental designs, quasi-experimental designs, and survey research). The module also covers sampling data collection methods. It equips the student to apply appropriate data analytical techniques across the qualitative and quantitative approaches to research within the programme evaluation domain. In the qualitative arena, students will learn how to conduct thematic analyses, and in the quantitative domain, students will learn about the procedures of statistical analyses.

Organisational Context and Individual Behaviour (NQF 8, 14 credits)

This module explores foundational aspects of organisational behaviour, distinguishing between management and leadership. It addresses the contemporary organisational environment shaped by globalisation, diversity, and technological innovation. It examines how organisational design and culture influence performance, well-being and the role of personal characteristics in workplace behaviour. The module covers motivation theories, positive psychology interventions, and strategies for managing workplace stress and encourages self-reflection to understand individual motivational drivers in future managerial and leadership roles.

Research Thesis (NQF 8, 36 credits)

The Research Thesis module is designed to foster independent thinking and research skills. It is completed over 3 consecutive terms. It provides students with the opportunity to embark on an independent research study within a student group based on a researchable topic of interest. Each student is expected to write a final thesis in their individual capacity (not as a group) following a sound and robust research methodology consisting of a research design, participant description, data collection procedures, data collection method and data analysis approach as specified in the group proposal. Following data analysis, the findings must be accurately discussed in writing within the study context. Particular attention must be paid to ethical procedures specific to the research process, the adherence to sound ethical practice in the field of research and the dissemination of the research findings. This emphasis on ethical considerations will make students feel responsible and aware of the ethical implications of their research. Ongoing supervision is a key component of the Research Thesis module, ensuring that students receive guidance and support throughout their research. The research poster presentation provides the student with an opportunity to present their research findings to their peers, engage in discussion and contextualise their research and the significance thereof.

Organisational Management and Leadership (NQF 8, 14 credits)

This module focuses on theories of leadership, power dynamics, and ethical considerations in organisational governance and social responsibility. It covers decision-making techniques, enhancing team and group performance, and effective workplace communication across various contexts. Conflict management strategies, organisational change processes, and personal development plans for future managers and leaders are also explored; emphasising the dynamic nature of leadership and management in modern organisational settings.

Operations Management (NQF 8, 14 credits)

Operations Management covers the essential elements of managing operational processes within organisations. It includes performance measurement methods, operations strategy alignment with overall business strategy, and the role of process technology and innovation. The module explores process design, facility layout considerations, and operational planning and control techniques such as capacity management and inventory control. It also discusses lean operations versus traditional practices, operations improvement methodologies, quality management principles, and the implications of corporate governance, ethics, and sustainability on operational effectiveness.

Behavioural Strategy (NQF 8, 12 credits)

This module examines the intersection of behavioural science with strategic management, influencing decision-making processes and organisational outcomes. It addresses biases in strategic thinking, leadership's role in setting organisational direction, and the impact of internal and external environments on strategic agility. It also considers corporate governance, ethics, and social responsibility within the context of behavioural strategy, aiming to optimise strategic management practices through behavioural insights.

Elective Modules

Advanced Entrepreneurship and Business Innovation (NQF 8, 10 credits)

This elective module focuses on entrepreneurship and innovation in the South African context. It covers the entrepreneurial process, including problem-solving, idea generation, creativity, and innovation strategies. Strategic management practices from an entrepreneurial perspective, the start-up process, and the phases of the entrepreneurial life cycle (growth, harvesting, decline, and turnaround) are explored. The module also addresses corporate governance, ethics, and social responsibility in contexts of entrepreneurship and innovation.

OR

Global Business Management (NQF 8, 10 credits)

This elective module examines global business management in the context of globalisation and multinational corporations. It covers applicable theories, models, and techniques for managing global operations, including strategic orientations like ethnocentrism and geocentrism. The module addresses target country assessment, market entry strategies, and the impact of global technological and information environments on business management. It explores competitive advantage strategies, implications for functional areas like marketing, operations, and human resource management in global settings, and considerations for multinational organisational structures. Corporate governance, ethics, and social responsibility are critical components of global business contexts.