



ARE YOU?

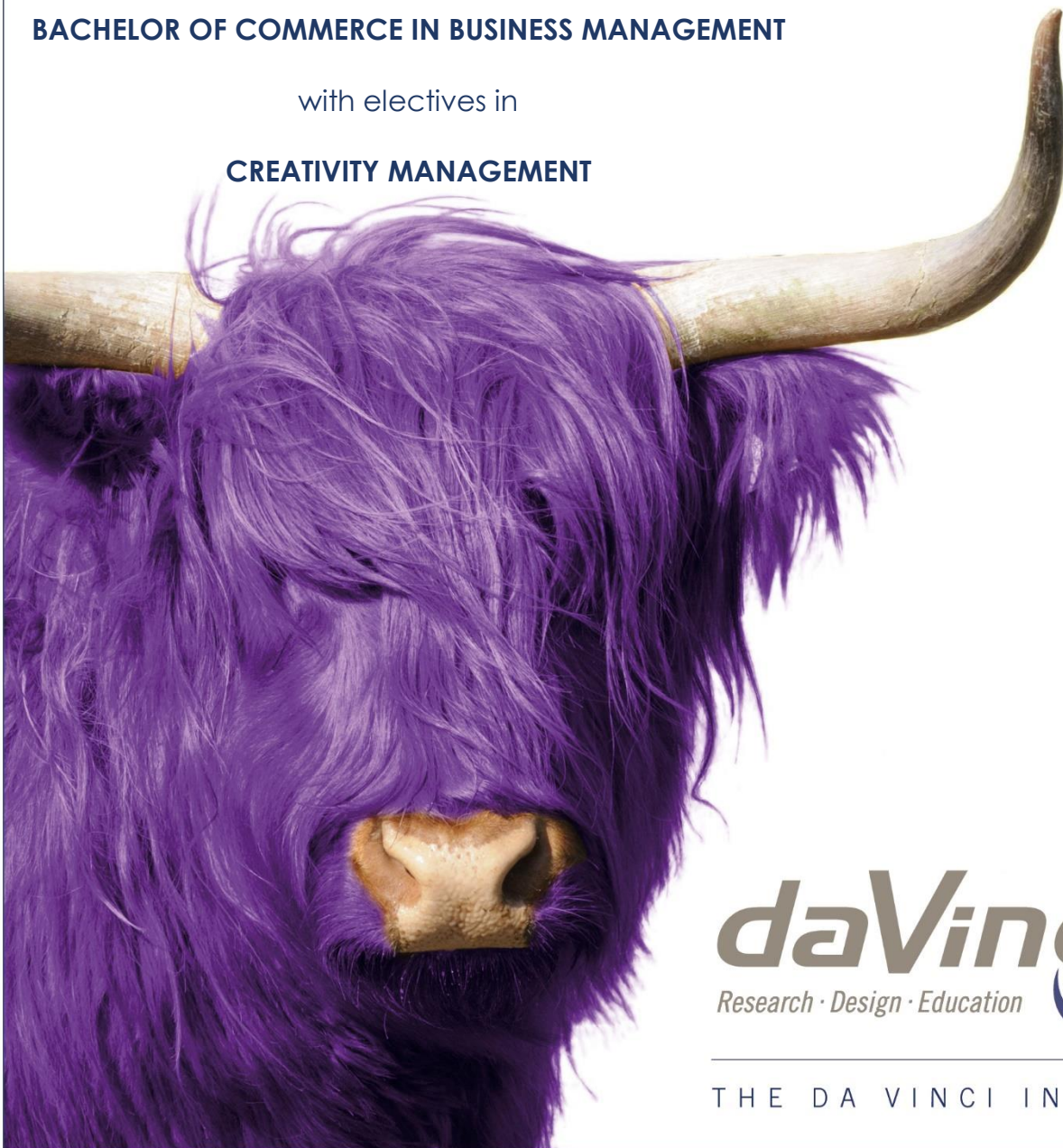
R E M A R K A B L E

HARNESS YOUR REMARKABILITY

BACHELOR OF COMMERCE IN BUSINESS MANAGEMENT

with electives in

CREATIVITY MANAGEMENT



daVinci
Research · Design · Education

THE DA VINCI INSTITUTE

ABOUT THE DA VINCI INSTITUTE

The Da Vinci Institute for Technology Management (Pty) Ltd (The Institute) is registered as a private higher education and distance learning provider under the Higher Education Act 1997, registration no. 2004/HE07/003. The institute offers higher education qualifications accredited by the Council on Higher Education (CHE) and recorded on the South African Qualifications Authority (SAQA).

The Institute's strategic intent is to strengthen the growth of agile, aligned and engaged leaders, who co-create innovative eco-systems and sustainable transformational societies. To align with this strategic intent, The Institute facilitates the holistic development of diverse leaders, incorporating excellence in the management of technology, innovation, people and systemic thinking in all of our offerings.

Through its engagement with the ongoing discourse on Mode 2 knowledge production, The Institute is focused on the creation of knowledge that is trans-disciplinary in nature, socially relevant, actively promotes diversity and heterogeneity, and of which the intent is to apply situated learning, problem probing and decision making as critical constructs to solve work-based problems and contribute towards the professional development of the people involved.

The Institute derives its passion from preparing entrepreneurs, prospective managers and business leaders who take control of their working environments and lead their teams to facilitate socio-economic development, and thereby influence the co-creation of sustainable societies. By integrating a framework into our programmes called the TIPST[™] (Management of Technology, Innovation, People and Systemic Thinking) Managerial Leadership Framework that contributes to the overarching field of Business Leadership, The Institute is able to promote the agility, alignment and engagement of people at work.

By facilitating a true mode 2 learning experience for our students and sponsors alike, we believe that our approach can meet ever-changing organisational performance needs.

ABOUT THE BACHELOR OF COMMERCE IN BUSINESS MANAGEMENT

The Bachelor of Commerce in Business Management is aimed developing managers who will fully appreciate the importance of socio-economic transformation for South Africa and be empowered to appropriately respond to it. Students will focus on the key elements of business management, organisational behaviour, systems thinking, technology management and innovation management.

The qualification is specifically designed to provide first and second tier managers, within both private and public business sector organisations and social enterprises, who's various career paths have not included gaining a formal qualification, an opportunity to realise their true potential by:

- Developing insights regarding their role in an organisational environment and their contribution towards managing a system
- Preparing them to perform their job effectively within a modern organisational environment
- Providing personal development opportunities for them while they meet their job requirements
- Emphasising the integration of systems, technology, innovation and people development concepts into individual performance within an organisation.

The Bachelor of Commerce in Business Management was designed to prepare future business leaders for the multi-faceted world of work. The programme seeks to promote the development of knowledge, skills and capabilities required within varied management, administration and leadership contexts by focusing on the business leadership discipline posited against the overarching field of business management and administration. This takes cognizance of the complex inter-relationship of a number of elements that will contribute to and enhance, the sustainability of business ventures, including the management of technology; the management of innovation; and, the management of people, within a systems thinking framework.

The qualification is thus structured in such a way that it introduces individuals to the core competencies needed to identify and leverage business opportunities (including opportunities provided through social enterprises), and establish practices that will enhance the viability of ventures. These competencies will include the latest in local and global trends in business management, administration and leadership within a business and/or social enterprise environment. The foundation of the curriculum is built on a combination of widely acknowledged Business Management disciplines.



MINIMUM ADMISSION REQUIREMENTS

- National Senior Certificate NSC/SC (a) - A minimum of 30% for English or a minimum of 33.3% in English for the
- Senior Certificate (SC) coupled with:
- If the candidate offered 6 NSC/SC (a) 20 credit subjects, an achievement rating of 4 (50%) or better in 4 NSC/SC(a) subjects; or
- If the candidate offered a mix of SC, NSC and SC (a) 20-credit subjects and passes an achievement rating of 4 (50%) or better in at least four subjects, which must be Higher Grade SC and/or NSC and/or SC (a) subjects, OR
- NC(V) Level 4 – In addition a student must (a) achieve at least 60 % in three fundamental subjects, including English,
- (b) achieve at least 70% in four vocational subjects, chosen from the NC (V) Level 4 subjects; OR
- Alternatively a Higher Certificate, an Advanced Certificate or Diploma in a cognate field.

Additional Institutional Entry Requirements:

All applicants to the BCom programme must comply with the following minimum requirements: English First language:

50% English Second Language: 60% and Mathematics: 50%; Maths Literacy: 70%.

For all information and/or assistance related to admission requirements, recognition of prior learning, mature age exemption, study visas and permits please email admissions@davinci.ac.za alternatively see www.davinci.ac.za

DELIVERY OF THE PROGRAMME

The mode of delivery is distance learning, which utilises a wide range of teaching and learning methodologies and digital support

TARGET AUDIENCE

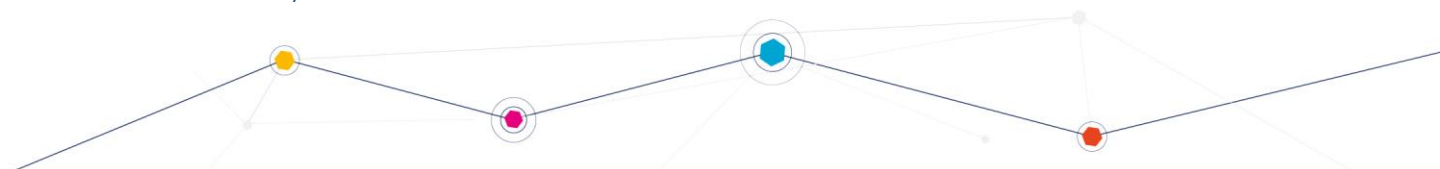
- Professionals seeking to enhance their competencies in response to challenging workplace problems and finding creative solutions
- School-leavers with a futuristic view and a desire to enter the job market with a relevant and dynamic competency to solve puzzling difficulties
- Entrepreneurs and business owners seeking competencies to bolster their solution finding expertise
- Adults looking at establishing a secondary income stream as creativity masterminds and coaches

ABOUT THE ELECTIVE MODULES IN CREATIVITY MANAGEMENT

Pursue any article regarding the most desired skills for the future and you will find that creativity consistently ranks within the top five skills. Several authors may refer to aspects such as “problem-solving” or “innovative thinking”, however, these are a derivative from the much larger creativity “umbrella”. Companies such as Toyota are preferring to employ people above machines in certain areas of their factories as humans can propose ideas for improvement that signifies the need for creative solutions to unique challenges.

One may contemplate and ask; “If the creative skill is so important, why was it not part of my upbringing?” A possible answer to this question may be that in times where change is trending towards a greater need for such competencies in the workplace, education systems battle to keep up with adding such soft-skills to their curriculums. Until now, creativity has been somewhat of a mysterious topic condemned to statements such as: “I simply wasn’t born creative”, or even more degrading, “I’m not artistic enough to be creative”. These indifferent misconceptions are on the verge of being eliminated as more and more people come to realise that creativity is an entirely relevant topic and competence that can be acquired through learning and practising.

Become a front-runner! Start developing yourself today as a master of this art by becoming a scholar and practitioner of creativity.

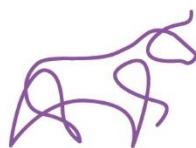


PROGRAMME STRUCTURE

| YEAR 1 | | YEAR 2 | | YEAR 3 | |
|-------------------------------------|-----------|--------------------------|-----------|--------------------------|-----------|
| Module | Credits | Module | Credits | Module | Credits |
| Compulsory modules | | | | | |
| Introduction to Business Management | 20 | Business Management 2 | 30 | Business Management 3 | 30 |
| Economics 1 | 20 | Economics 2 | 15 | Economics 3 | 15 |
| Principles of Accounting | 20 | Financial Management 2 | 15 | Financial Management 3 | 15 |
| Academic Literacy | 10 | Project-based Research 1 | 10 | Project-based Research 2 | 20 |
| Introduction to Commercial Law | 10 | | | | |
| Introduction to Project Management | 10 | | | | |
| Math Literacy | *NCB | | | | |
| Compulsory Total | 90 | | 70 | | 80 |

| Elective modules | | | | | |
|--|-----------|--|-----------|--|-----------|
| Creativity Management: Creativity Explained | 15 | Creativity Management: Thinking in Action 01 | 20 | Creativity Management: Thinking in Action 02 | 15 |
| Creativity Management: Thinking about Thinking | 15 | Creativity Management: Creativity in Action 01 | 20 | Creativity Management: Creativity in Action 02 | 15 |
| | | Creativity Management: Creativity Assessment | 10 | Creativity Management: Applied Creativity | 10 |
| Elective Total | 30 | | 50 | | 40 |

For more information on other elective options for this qualification visit www.davinci.ac.za or email info@davinci.ac.za



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The Da Vinci Institute for Technology Management (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Institution Act, 1997. Registration No. 2004/HE07/003