

## Strategic Planning Division

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16 November 2015

Ms Masego Mabaso

Accreditations Department

Council on Higher Education

P O Box 94

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Dear Ms Mabaso

### **HEQSF Category B Master of Management CLM025 Wits 25**

This is a structured master's degree with 90 credits allocated to research and 90 credits to coursework. The degree, Master of Management is offered in the following fields of study:

- Public Policy
- Public and Development Management
- Security
- Governance and Public Leadership
- Humanitarian and Development Management
- Public and Development Sector Monitoring and Evaluation
- Social Security, Policy Management and Administration
- Strategic Marketing
- Business and Executive Coaching
- Innovation Studies

The rules of combination to make up the 90 credits coursework is presented below for each field of study in which the Master of Management degree is offered. This is made up of core courses and electives in some cases.

## 1) In the fields of:

- **Public and Development Management;**
- **Security;**
- **Public and Development Sector Monitoring and Evaluation;**
- **Humanitarian and Development Management;**
- **Governance and Public Leadership,**

the structure of the programme will include the following courses and shall form part of the curricula. The fundamental courses in (a) below are compulsory for the fields of study listed above and one elective must be taken depending on the field of study.

## a) Fundamental courses

Course Code	Course Description	SAQA Credits
<b>PADM7213</b>	<b>Research Report</b>	<b>90 credits</b>
PADM7071	Qualitative Research Methods	25 credits
PADM7072	Quantitative Research Methods	25 credits
PADM7027	Research Proposal Development	10 credits
PADM7009	Introduction and Orientation	0 credits

## b) Elective courses:

i. Candidates registered in the field of **Public and Development Management** shall complete:

PADM7207	Directed Readings in Public Management	30 credits
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ii. Candidates registered in the field of **Security** shall complete:

PADM7209	Directed Readings in Security	30 credits
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iii. Candidates registered in the field of **Public Development Sector Monitoring and Evaluation** shall complete:

PADM7210	Directed Readings in Monitoring and Evaluation	30 credits
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iv. Candidates registered in the field of **Humanitarian and Development Management** shall complete:

PADM7211	Directed Readings in Humanitarian and Development Management	30 credits
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v. Candidates registered in the field of **Governance and Public Leadership** shall complete:

PADM7212	Directed Readings in Governance and Public Leadership	30 credits
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2) In the field of **Public Policy**

The candidates must take all the fundamental courses below and a minimum of three elective courses. The candidates also have an option to select two elective courses from the list below and pass one with any other faculty in the University or in any other university as approved by the Senate.

## a) Fundamental courses:

Course Code	Course Description	SAQA Credits
<b>PADM7204</b>	<b>Research Report</b>	<b>90 credits</b>
PADM7049	Public Policy Analysis and Management	30 credits
PADM7050	Advanced Research Methods	30 credits

**b) Elective courses**

PADM7002	Power, Politics and Policy: The Political Environment of Public Policy	10 credits
PADM7034	Economics & Public Finance	10 credits
PADM7047	Scenario Planning	10 credits
PADM7051	Macro-Economic Policy	10 credits
PADM7062	Programme and Project Management	10 credits

Only candidates taking the Master's Degree in the field of Public Policy may take the electives above. Not all elective courses will be offered every year.

**3) In the field of Strategic Marketing**

The following courses shall be included in the curriculum for the programme. All are compulsory courses.

**a) Compulsory courses**

Course Codes	Course Description	SAQA Credits
BUSA7076	Research Report	90 credits
BUSA7364	Research Methodology for MM	7.5 credits
BUSA7351	Accounting and Finance for MM	7.5 credits
BUSA7044	Research Theory and Design	7.5 credits
BUSA7068	Advanced Strategic Marketing	7.5 credits
BUSA7069	Applied Consumer Behaviour	7.5 credits
BUSA7070	Customer Equity Management	7.5 credits
BUSA7077	Strategic Brand Management	7.5 credits
BUSA7047	Integrated Marketing Communication	7.5 credits
BUSA7071	Digital Marketing	7.5 credits
BUSA7074	Applied Services Marketing	7.5 credits
BUSA7386	Strategic Marketing Management	7.5 credits

**4) In the field of Business and Executive Coaching**

The following courses shall be included in the curriculum for the programme. All are compulsory courses.

**a) Compulsory courses**

Course Codes	Course Description	SAQA Credits
BUSA7044	Research Theory and Design	15 credits
BUSA7058	The Coaching Process	10 credits
BUSA7059	Coaching Skills	10 credits
BUSA7060	Leadership in Organisations	10 credits
BUSA7061	Learning Theories	10 credits
BUSA7062	Organisational Development	10 credits
BUSA7063	Professional Coaching Practice and Ethics	10 credits
BUSA7064	Psychological Acumen Underpinning Coaching	10 credits
BUSA7387	Business Acumen	5 credits
BUSA7065	Research Report	90 credits

**5) In the field of Innovation Studies**

The Master of Management in the field of Innovation Studies comprises of three core courses, four elective courses and a Research Report. The courses and the research component are equally weighted.

**a) Fundamental courses**

A candidate shall satisfy the requirements in terms of the following:

Course Codes	Course Description	SAQA Credits
BUSA7169	Research Report (Innovation Studies)	90 credits
BUSA7360	Strategic Management of Innovation	22.5 credits
BUSA7361	Research Methods: Innovation Policy and Management	15 credits
BUSA7362	Science, Technology, Innovation, Sustainability and Society	22.5 credits

**c) Elective courses (choose four):**

BUSA7051	Innovation and the Bio-based Economy	7.5 credits
BUSA7052	Innovation and Energy Systems	7.5 credits
BUSA7353	Innovation for Global Sustainability: Issues and Prospects	7.5 credits
BUSA7354	Innovation for Social Purposes	7.5 credits
BUSA7355	Innovation in the Built Environment Sector	7.5 credits
BUSA7356	Innovation in the Media and ICT Sector	7.5 credits
BUSA7357	Innovation Policy in Developing Countries: Special Topics	7.5 credits
BUSA7358	Managing Innovation at the Firm Level	7.5 credits
BUSA7359	Organisational Development Issues in Innovation	7.5 credits

**Recommended elective courses by other Faculties**

SOCL7050	Advanced Research Methods	7.5 credits
GRAD7017	Economics and Sociology of Development	7.5 credits
GEOG7013	Local and Regional Economic Development	7.5 credits
GEOG7014	Urban Problems in the Developing World	7.5 credits
GEOG7019	Small Enterprise Development	7.5 credits
GEOG7024	Globalisation of Agro-food Systems	7.5 credits
GEOG7025	Environmental Management	7.5 credits
SOSS7006	Institutional Reform, Poverty Reduction and Development	7.5 credits
SOCL7012	Global Institutions and Economic Restructuring	7.5 credits
INTR7042	The International Political Economy of Development	7.5 credits
INTR7047	Economic Globalisation and African Development	7.5 credits
POLS7006	Development Theories, Issues, Problems and Strategies	7.5 credits
PHIL7014	Philosophy of Science	7.5 credits
PHIL7015	Philosophy of Social Science	7.5 credits

Sincerely,



Mr Anele Magwentshu

Head: Quality and Academic Planning Office (QAPO)