**Category B Programmes returned by CHE for Improvements – March 2015**

**College of Law and Management Studies**

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| Qual Ref No | Qual Title Abbr | School | Programme Co-ordinator | CHE Comments | Action |
| FMS25 | PG Dip (Entrepreneurship) | GSBL | Shahida Cassim (Cassim@ukzn.ac.za) | The institution should provide more detail on how the programme was modified given that changes have been made to all of the modules. The purpose and outcomes of the programme should be clearly articulated. | Please see the answers below. |

**Qualification Purpose**

The purpose of the Postgraduate Diploma in Entrepreneurship is to nurture the entrepreneurial talent of graduates. The young graduates will be empowered through an academically rigorous, directly relevant and applied learning experience.

The programme is designed to equip potential entrepreneurs with the attitudes, knowledge and skills that will enable them to start and grow sustainable new ventures.

The programme will enable students to acquire the following learning outcomes:

* The process of bringing new knowledge or new technologies to the market
* Combining and applying their newly acquired knowledge of entrepreneurship with insights from existing successful entrepreneurial ventures
* Assessing the commercial potential of new technologies in new and/or existing markets
* Identifying opportunities and challenges affiliated with the organization and financing new initiatives such as new business ventures
* Analyse the challenges associated with the rapid growth of new business ventures.
* Assessing the commercial viability of a new technology-based idea and using various methods and tools for this purpose
* Transforming research-based ideas into feasibility and business plans, and using tacit and explicit methods and tools for this purpose
* Presenting new ideas to the market
* Assessing the need for innovation, and initiating the process and running innovations in organisations
* Seizing opportunities, organising and financing viable initiatives through to fruition.

The programme seeks to maintain and develop academic curiosity so as to promote scientific values such as openness, precision and the importance of separating between knowledge and opinions. At the end of the programme the students should be able to reflect upon central, ethical, philosophical and scientific problems in relation to individual work and the work of others.

Section 3 - Questions

Describe how the curriculum of this programme has been redesigned so that it aligns with the HEQSF, specifically in relation to the programme title (including the use of designators and / or qualifiers), intended purpose, exit level outcomes and assessment criteria for this programme (Criterion 1 iii, iv, 6 i, 13 i).

**The old PG Diploma in Entrepreneurship appeared as a 128 credit programme with 4 modules of 32 credit points each. The new programme is presented as a 128 credit programme with 8 modules of 16 credit points each. This change is effected to align the programme with University policy of offering 16 credit modules. The programme is now offered at NQF Exit Level 8 in alignment with the new HEQF Exit Level for the qualification.**

Programme Title: SAME (Designators and/or qualifiers)

Intended Purpose: Revisions based on the current discourse in the discipline and on an assessment of the entrepreneurship offerings both locally and nationally

Exit level outcomes: SAME

Assessment Criteria: minor adjustments based on the programme revision.

Table 1. Changes to the Postgraduate Diploma in Entrepreneurship (78505)

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| --- | --- | --- |
| Old Module | Module Content related to the old Module | Recommended Change/Proposed new Module |
| 4 x 32 credit modules = 128 credits | The content appearing in the current module has been rearranged into cognate areas presented in the new module titles  (as presented in the coloured highlights). | 8 x 16credit modules = 128 credits |
| Module 1: Elements of Entrepreneurship | Significance of entrepreneurship  Alternate routes to entrepreneurship  Family business  Entrepreneurship and economic development  Developing an entrepreneurial culture  Small business as the natural port of entry for entrepreneurs  Creativity and entrepreneurial behavior  Idea generating techniques  Practical case studies | PG Dip Module 1:  Creativity, Innovation and Economic Development  PG Dip Module 2:  Perspectives in Entrepreneurship  PG Dip Module 3:  The Enterprise Environment (Law, Economics Politics, Technology etc)  PG Dip Module 4:  Entrepreneurship Strategy and Enterprise Sustainability  PG Dip Module 7:  Business Planning  PG Dip Module 6:  Entrepreneurial Finance and Accounting  PG Dip Module 5: Entrepreneurial Marketing and Supply Chain Management  PG Dip Module 8: Contemporary Issues in Entrepreneurship |
| Module 2: Intrapreneurial and Business Opportunities | Intrapreneurial and related concepts  Corporate vs intrapreneurial culture  Establishing intrapreneurship in the organization  Barriers to intrapreneurship  Evaluation of new ideas  Pitfalls in the choice of a business opportunity  The feasibility study  Analysis of competition  Market research Market Research  Marketing research Marketing Reserch |
| Module 3: Planning and establishing a new business | Analysis of risks and rewards  Forms of business enterprise  Sources of SMME support  Location issues  Legal aspects of a business  How to prepare a business plan |
| Module 4: Challenges to Enterprise Management | Equity and debt financing  Development of a business growth strategy  Understanding taxation issues  The learning organization  Entrepreneurial and strategic skills to manage business growth  Growth directions and strategies  Business failures and turnaround strategies  Creating competitive advantage through Pricing  Promotion  Technology  E-commerce  Exploring international business opportunities |