

SYLLABUS (2003)

MANAGEMENT 2

1. To provide a summary of the different management functions in an organisation.
2. To provide an introduction to management information.
3. To provide an introduction to business ethics and management's social responsibility.
4. To lay the foundations for Management 3 studies.
5. TO enable students who do not select Management 3 to still manage effectively.

TEXTBOOKS

1. Introduction to Business Management, by GJ de J Cronje and others (5th Edition): Oxford.

This book is used for Sections One and Three of the syllabus.

2. Any of the following books may be used for Section Two of the Syllabus.

- ❑ Management, by Stoner and Freeman: Prentice-Hall (6th Edition).
- ❑ Management, by SP Robbins: Prentice-Hall (6th Edition).
- ❑ Management, by R Griffin: Houghton Mifflin (5th Edition).

SYLLABUS

SECTION ONE – MANGEMENT FUNCTIONS IN AN ORGANISATION

The figures in brackets after each line refer to the sections in the textbook: **Introduction to Business Management**.

1. **Marketing Management** (Weighting: 15%)

Learning Objectives

The student will be expected to explain, using practical, work-related examples, the following aspects of the marketing process and the integrated marketing strategy in an organisation:

- 1.1 The marketing concept (9.2)
- 1.2 The marketing process (7.2)
- 1.3 Market segmentation (7.4)
- 1.4 The definition, purpose and scope of the marketing function (7.8)
Managerial tasks in marketing. (Will not be examined, as it is not specific in the textbook)
- 1.5 Marketing research (7.6.1 and 7.6.2)
- 1.6 Marketing strategies (9.3.3 to 9.3.6)
- 1.7 Product life cycles (9.3.1 and 9.3.2)
Competition (Will not be examined, as it is specific in the textbook)

2. **Operations Management** (Weighting: 15%)

Iac Management 2 Syllabus

Puja Mehta



Iac Management 2 Syllabus:

Decoding **Iac Management 2 Syllabus**: Revealing the Captivating Potential of Verbal Expression

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