



# University of Pretoria Yearbook 2022

## BConSci (Clothing Retail Management) (02130110)

**Department** Consumer and Food Sciences

**Minimum duration of study** 4 years

**Total credits** 510

**NQF level** 08

### Admission requirements

#### Important information for all prospective students for 2022

- The admission requirements apply to students who apply for admission to the University of Pretoria with a **National Senior Certificate (NSC) and Independent Examination Board (IEB) qualifications.**
- **Applicants with qualifications other than the abovementioned** should refer to:
  - **Brochure:** Undergraduate Programme Information 2022: Qualifications other than the NSC and IEB, available at [click here](#).
- **Citizens from countries other than South Africa (applicants who are not South African citizens)** should also refer to:
  - **Brochure:** Newcomer's Guide 2021, available at [click here](#).
  - **Website:** [click here](#).
- **School of Tomorrow (SOT), Accelerated Christian Education (ACE) and General Education Development Test (GED):** The University of Pretoria no longer accepts qualifications awarded by these institutions.
- **National Certificate (Vocational) (NCV) Level 4:** The University of Pretoria may consider NCV candidates, provided they meet the exemption for bachelor's status criteria and the programme requirements.

#### Transferring students

A transferring student is a student who, at the time of application for a degree programme at the University of Pretoria (UP) –

- is a registered student at another tertiary institution, **or** was previously registered at another tertiary institution and did not complete the programme enrolled for at that institution, and is not currently enrolled at a tertiary institution, **or** has completed studies at another tertiary institution, but is not currently enrolled at a tertiary institution, **or** has started with tertiary studies at UP, then moved to another tertiary institution and wants to be readmitted at UP.

A transferring student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor's or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level; **or** having completed a higher certificate at a tertiary institution with faculty-specific subjects/modules passed (equal to or more than 50%), as well as complying with faculty rules on admission;
- previous academic performance (must have passed all modules registered for up to the closing date of



application ) or as per faculty regulation/promotion requirements;

- a certificate of good conduct.

**Note:** Students who have been dismissed at the previous institution due to poor academic performance, will not be considered for admission to UP.

### Returning students

A returning student is a student who, at the time of application for a degree programme –

- is a registered student at UP, and wants to transfer to another degree at UP, **or** was previously registered at UP and did not complete the programme enrolled for, and did not enrol at another tertiary institution in the meantime (including students who applied for leave of absence), **or** has completed studies at UP, but is not currently enrolled or was not enrolled at another tertiary institution after graduation.

A returning student will be considered for admission based on

- an NSC or equivalent qualification with exemption to bachelor’s or diploma studies (whichever is applicable); **and** meeting the minimum faculty-specific subject requirements at NSC or tertiary level; **or** previous academic performance (should have a cumulative weighted average of at least 50% for the programme enrolled for);
- having applied for and was granted leave of absence.

**Note:** Students who have been excluded/dismissed from a faculty due to poor academic performance may be considered for admission to another programme at UP. The Admissions Committee may consider such students if they were not dismissed more than twice. Only ONE transfer between UP faculties will be allowed, and a maximum of two (2) transfers within a faculty.

### Important faculty-specific information on undergraduate programmes for 2022

- The closing date is an administrative admission guideline for non-selection programmes. Once a non-selection programme is full and has reached the institutional targets, then that programme will be closed for further admissions, irrespective of the closing date. However, if the institutional targets have not been met by the closing date, then that programme will remain open for admissions until the institutional targets are met.
- The following persons will be considered for admission: Candidates who have a certificate that is deemed by the University to be equivalent to the required National Senior Certificate (NSC) with university endorsement; candidates who are graduates from another tertiary institution or have been granted the status of a graduate of such an institution, and candidates who are graduates of another faculty at the University of Pretoria.
- Life Orientation is excluded when calculating the Admission Point Score (APS).
- Grade 11 results are used for the conditional admission of prospective students. Final admission is based on the final NSC/IEB results.

**University of Pretoria website:** [click here](#)

#### Minimum requirements

#### Achievement level

**English Home Language or English First Additional Language**

**Mathematics**

**APS**

NSC/IEB

NSC/IEB

5

4

**28**

## Other programme-specific information

### 1.1 Requirements for specific modules



A candidate who:

- a. does not qualify for STK 110, must enrol for STK 113 and STK 123;
- b. registers for Mathematical Statistics (WST) and Statistics (STK) modules must take note that WST and STK modules, except for STK 281, may not be taken simultaneously in a programme; a student must take one and only one of the following options:

- WST 111, WST 121, WST 212, WST 211, WST 221, WST 311, WST 312, WST 322, WST 321, and STK 353

or

- WST 111, WST 121, WST 212, WST 211, WST 221, WST 311, WST 312, WST 322, STK320, STK353.

or

- STK 110, STC 122, STK 210, STK 220, WST 212, STK 310, STK 320, STK 353.

- c. registers for a module presented by another faculty must take note of the timetable clashes, prerequisites for that module, subminimum required in examination papers, supplementary examinations, etc.

## 1.2 Fundamental modules

- a. It is compulsory for all new first-year students to satisfactorily complete the Academic orientation (UPO 102) and to take Academic information management modules (AIM 111 and AIM 121) and Language and study skills (LST 110). Please see curricula for details.
- b. Students who intend to apply for admission to MBChB or BChD in the second semester, when places become available in those programmes, may be permitted to register for up to 80 module credits and 4 core modules in the first semester during the first year provided that they obtained a final mark of no less than 70% for Grade 12 Mathematics and achieved an APS of 34 or more in the NSC.

## Promotion to next study year

A student who did not pass all the prescribed modules of a particular year of study, has to register for the outstanding modules first. With the approval of the head of the department, modules of the following year of study may be taken in advance only if no timetable clashes occur; all the requirements and prerequisites have been met and not more than a specified number of credits per semester are taken. The credits of the semester of which modules are repeated, are taken as a guideline for the calculation of the number of modules permitted.

- a. A student registers for the second year when at least 80% of the first-year module credits have been passed.
- b. A student registers for the third year when at least 85% of the module credits of the previous years have been passed.
- c. A student registers for the fourth year when at least 95% of the module credits of the previous years have been passed.

## Practical/clinical/internship information

KTP 403 Experiential training in the industry: During the 4 years of study, during holidays, weekends and after hours, students must complete a total of 480 hours experiential training in the industry to develop practical and occupational skills, participate in community projects/development, engage in service learning. This is equal to 3 weeks x 40 hours (120 hours) per year, according to requirements as determined by the head of the department. These "credits" include evidence of experiential training, service learning and community engagement during the four years of the study programme and must be successfully completed together with a complete portfolio before the degree will be conferred.



## Curriculum: Year 1

### Minimum credits: 136

Fundamental = 14

Core = 122

### Additional information:

Students who do not qualify for STK 110 must register for STK 113 and STK 123.

## Fundamental modules

### Academic information management 111 (AIM 111)

**Module credits** 4.00

**NQF Level** 05

#### Service modules

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology and Religion

**Prerequisites** No prerequisites.

**Contact time** 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Information Science

**Period of presentation** Semester 1

#### Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

### Academic information management 121 (AIM 121)

**Module credits** 4.00

**NQF Level** 05

#### Service modules

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Economic and Management Sciences  
Faculty of Humanities  
Faculty of Law  
Faculty of Health Sciences  
Faculty of Natural and Agricultural Sciences  
Faculty of Theology and Religion  
Faculty of Veterinary Science



<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Informatics
<b>Period of presentation</b>	Semester 2

### Module content

Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

## Language and study skills 110 (LST 110)

<b>Module credits</b>	6.00
<b>NQF Level</b>	05
<b>Service modules</b>	Faculty of Natural and Agricultural Sciences Faculty of Veterinary Science
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Unit for Academic Literacy
<b>Period of presentation</b>	Semester 1

### Module content

The module aims to equip students with the ability to cope with the reading and writing demands of scientific disciplines.

## Academic orientation 102 (UPO 102)

<b>Module credits</b>	0.00
<b>NQF Level</b>	00
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Natural and Agricultural Sciences Deans Office
<b>Period of presentation</b>	Year

## Core modules

### Marketing management 120 (BEM 120)

<b>Module credits</b>	10.00
<b>NQF Level</b>	05



**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 2

### Module content

This module provides an overview of the fundamentals of marketing by considering the exchange process, customer value, marketing research and the development of a marketing plan. It also addresses the marketing mix elements with specific focus on the seven service marketing elements namely the service product, physical evidence, people, process, distribution, pricing and integrated marketing communication.

## Economics 110 (EKN 110)

**Module credits** 10.00

**NQF Level** 05

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Economics

**Period of presentation** Semester 1

### Module content

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

## Economics 120 (EKN 120)

**Module credits** 10.00

**NQF Level** 05

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences



<b>Prerequisites</b>	EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Economics
<b>Period of presentation</b>	Semester 2

### Module content

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

## Aesthetics 121 (EST 121)

<b>Module credits</b>	9.00
<b>NQF Level</b>	05
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	1 lecture per week, 1 practical per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Presentation techniques: story boards and technical drawings. Presentation techniques using CAD.

## Financial accounting 111 (FRK 111)

<b>Module credits</b>	10.00
<b>NQF Level</b>	05
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Law Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	4 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Accounting
<b>Period of presentation</b>	Semester 1



## Module content

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

## Financial accounting 122 (FRK 122)

**Module credits** 12.00

**NQF Level** 05

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Law  
Faculty of Natural and Agricultural Sciences

**Prerequisites** FRK 111 GS or FRK 133, FRK 143

**Contact time** 4 lectures per week

**Language of tuition** Module is presented in English

**Department** Accounting

**Period of presentation** Semester 2

## Module content

Budgeting, payroll accounting, taxation – income tax and an introduction to other types of taxes, credit and the new Credit Act, insurance, accounting for inventories (focus on inventory and the accounting entries, not calculations), interpretation of financial statements.

## Informatics 183 (INF 183)

**Module credits** 3.00

**NQF Level** 05

**Prerequisites** No prerequisites.

**Contact time** 1 practical per week

**Language of tuition** Module is presented in English

**Department** Informatics

**Period of presentation** Year

## Module content

Computer processing of accounting information.

## Clothing production: sewing techniques 110 (KLR 110)

**Module credits** 9.00

**NQF Level** 05

**Prerequisites** No prerequisites.





**Contact time** 1 lecture per week, 1 practical per week

**Language of tuition** Module is presented in English

**Department** Consumer and Food Sciences

**Period of presentation** Semester 1

**Module content**

Basic clothing construction techniques and quality control.

**Clothing production: processes 120 (KLR 120)**

**Module credits** 9.00

**NQF Level** 05

**Prerequisites** KLR 110

**Contact time** 1 lecture per week, 1 practical per week

**Language of tuition** Module is presented in English

**Department** Consumer and Food Sciences

**Period of presentation** Semester 2

**Module content**

Application of basic clothing construction techniques and quality control.

**Design principles 111 (OBG 111)**

**Module credits** 7.00

**NQF Level** 05

**Prerequisites** No prerequisites.

**Contact time** 1 lecture per week, 1 practical per week

**Language of tuition** Module is presented in English

**Department** Consumer and Food Sciences

**Period of presentation** Semester 1

**Module content**

An introduction to the elements and principles of design as is applicable to interior and clothing design and food preparation. Colour theory.

**Business management 114 (OBS 114)**

**Module credits** 10.00

**NQF Level** 05

**Service modules**

Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences



<b>Prerequisites</b>	May not be included in the same curriculum as OBS 155
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

The entrepreneurial mind-set; managers and managing; values, attitudes, emotions, and culture: the manager as a person; ethics and social responsibility; decision making; leadership and responsible leadership; effective groups and teams; managing organizational structure and culture inclusive of the different functions of a generic organisation and how they interact (marketing; finance; operations; human resources and general management); contextualising Sustainable Development Goals (SDG) in each of the topics.

## Business management 124 (OBS 124)

<b>Module credits</b>	10.00
<b>NQF Level</b>	05

**Service modules**  
Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

<b>Prerequisites</b>	Admission to the examination in OBS 114
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 2

### Module content

Value chain management: functional strategies for competitive advantage; human resource management; managing diverse employees in a multicultural environment; motivation and performance; using advanced information technology to increase performance; production and operations management; financial management; corporate entrepreneurship.

## Statistics 110 (STK 110)

<b>Module credits</b>	13.00
<b>NQF Level</b>	05

**Service modules**  
Faculty of Engineering, Built Environment and Information Technology  
Faculty of Education  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

<b>Prerequisites</b>	At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123
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**Contact time** 1 practical per week, 1 tutorial per week, 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Statistics

**Period of presentation** Semester 1

**Module content**

Descriptive statistics:

Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.

Probability and inference:

Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Supporting mathematical concepts. Statistical concepts are demonstrated and interpreted through practical coding and simulation within a data science framework.



## Curriculum: Year 2

Minimum credits: 134

### Core modules

#### Consumer behaviour 212 (BEM 212)

**Module credits** 16.00

**NQF Level** 07

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 1

#### Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

#### Integrated marketing communications 224 (BEM 224)

**Module credits** 16.00

**NQF Level** 06

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 GS

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 2

#### Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.



## Costume and fashion history 210 (KLD 210)

<b>Module credits</b>	12.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

### Module content

Costume and fashion history: Appearance characteristics of Western dress. Influencing factors. Evolution of styles from Ancient Egyptian up to and including the present.

## Fashion forecasting 222 (KLD 222)

<b>Module credits</b>	12.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

The South African fashion industry: Basic principles of fashion; fashion as a product; and the consumer. Fashion production: Haute Couture and ready-to-wear clothes. Fashion forecasting and fashion analyses.

## Flat pattern design 212 (KLR 212)

<b>Module credits</b>	10.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	KLR 120
<b>Contact time</b>	1 lecture per week, 1 practical per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

### Module content

Flat pattern design. Computer Aided Design (CAD).



## Pattern use and good fit 221 (KLR 221)

<b>Module credits</b>	10.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	KLR 212
<b>Contact time</b>	1 lecture per week, 1 practical per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Pattern use and good fitting. Commercial pattern sizing and use, pattern drafting, fit evaluation and pattern alterations to ensure good fit, grading techniques and size specification sheets. Electronic pattern design using Gerber Accumark software.

## Business management 210 (OBS 210)

<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 1

### Module content

Logistics management

The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

## Business management 220 (OBS 220)

<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Natural and Agricultural Sciences



<b>Prerequisites</b>	OBS 114 or 124 with admission to the examination in the other. Students from other Faculties are required to have 50% for Mathematics in Grade 12.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Business Management
<b>Period of presentation</b>	Semester 2

### Module content

Project management and negotiations:

Introduction Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation. Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

Negotiation and collective bargaining: The nature of negotiation; preparation for negotiation; negotiating for purposes of climate creation; persuasive communication; handling conflict and aggression; specialised negotiation and collective bargaining in the South African context.

## Textiles: Utilities, fibres and yarns 212 (TKS 212)

<b>Module credits</b>	14.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 practical per week, 3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

### Module content

Utility aspects: basic components of textiles, consumer decision making, utility aspects that include durability, comfort, maintenance, health/safety/protection and aesthetic aspects. Fibres and yarns: Fibre structure and performance including textile chemistry, fibre morphology and formation, fibre properties, classification and identification. Yarn structure and performance (including spun yarns, filament yarns, compound and novelty yarns).

## Textiles: Structures and finishes 222 (TKS 222)

<b>Module credits</b>	10.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	TKS 212 GS
<b>Contact time</b>	1 practical per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English



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**Department** Consumer and Food Sciences

**Period of presentation** Semester 2

**Module content**

Fabric structures: Introduction to fabric structures. Woven fabrics, knits, non-woven fabrics and compound fabrics. Finishes and dyeing processes: Introduction to fabric finishing. Preparatory and final finishes. Finishes for special end-uses: durability, comfort and protection; ease of maintenance; aesthetic appeal. Dyed and printed fabrics.





## Curriculum: Year 3

Minimum credits: 120

### Core modules

#### Marketing research 314 (BEM 314)

**Module credits** 20.00

**NQF Level** 07

**Service modules** Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120 and STK 110 GS

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 1

#### Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

#### Marketing management 321 (BEM 321)

**Module credits** 20.00

**NQF Level** 07

**Service modules** Faculty of Engineering, Built Environment and Information Technology  
Faculty of Humanities  
Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 120

**Contact time** 3 lectures per week

**Language of tuition** Module is presented in English

**Department** Marketing Management

**Period of presentation** Semester 2

#### Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

#### Business law 210 (BER 210)



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<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Mercantile Law
<b>Period of presentation</b>	Semester 1

#### Module content

Basic principles of law of contract. Law of sales, credit agreements, lease.

### Business law 220 (BER 220)

<b>Module credits</b>	16.00
<b>NQF Level</b>	06
<b>Service modules</b>	Faculty of Engineering, Built Environment and Information Technology Faculty of Economic and Management Sciences Faculty of Natural and Agricultural Sciences
<b>Prerequisites</b>	Examination entrance for BER 210
<b>Contact time</b>	1 discussion class per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Mercantile Law
<b>Period of presentation</b>	Semester 2

#### Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

### Aesthetics: Product, consumer and environment 320 (EST 320)

<b>Module credits</b>	8.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1



## Module content

Introduction to aesthetics. The interaction between environments and consumers' aesthetic experience. Visual merchandising: basic components, tools, techniques, and equipment used in clothing and food retail settings. Use of sustainable strategies in visual merchandising planning in clothing, and food retail settings. Latest trends in clothing and food visual merchandising. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

## Social and cultural aspects of clothing 311 (KLD 311)

<b>Module credits</b>	15.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

## Module content

Social-psychological and cultural aspects of clothing: development of a framework to study individuals' clothing behaviour, symbolic-interactionism and a cognitive perspective. Development of the self: self and self-concept: the body as indicator; personal values and norms. Appearance management and presentation of the self: role acceptance, identity, social control social cognition. Cultural context and dress: human adaptation; culture creations (technical, moral and ceremonial patterns); societies and clothing; beauty standards and beauty ideals. Social context, identity, change and clothing: the family, politics, religion, economy and the role of clothing as a reflection of social and personal identities; mentefacts and identities; social change and clothing.

## Clothing production 321 (KLR 321)

<b>Module credits</b>	17.00
<b>NQF Level</b>	07
<b>Prerequisites</b>	KLR 221
<b>Contact time</b>	1 lecture per week, 2 practicals per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

## Module content

Small scale production: Industrial machines, production systems, quality assurance. Practical exercises and assignments are based on the themes covered in the module theory component. The UN sustainable development goals #11&12 are addressed during the theory components and practical sessions. Projects are focused on responsible consumption and production as well as community engagement.



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## Consumer facilitation 222 (VBF 222)

<b>Module credits</b>	8.00
<b>NQF Level</b>	06
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Consumer decision-making (determinants of informed, responsible consumer decisions, the complexity of consumer decisions), consumer satisfaction, consumer socialisation (consumer education, development of consumer skills), consumerism (consumer protection) and consumer complaint behaviour. Gender issues in consumer decision-making, expenditure patterns of the diverse South African consumer market and globalisation. The UN sustainable development goals #5 and 12 are addressed in this module and all projects are focused on responsible consumption behaviour.



## Curriculum: Final year

**Minimum credits: 124**

### Additional information:

KTP 403 Experiential training in the industry: During the 4 years of study, during holidays, weekends and after hours, students must complete a total of 480 hours experiential training in the industry to develop practical and occupational skills, participate in community projects/development, engage in service learning. This is equal to 3 weeks x 40 hours (120 hours) per year, according to requirements as determined by the head of the department. These credits include evidence of experiential training, service learning and community engagement during the four years of the study programme and must be successfully completed together with a complete portfolio before the degree will be conferred.

## Core modules

### Clothing retail management 410 (KLD 410)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	Final-year status
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

#### Module content

Clothing retail aspects: Functioning of clothing retail landscape. Environments, formats and structures of South African clothing retailers. Merchandising and store positioning. Fashion consumer behaviour. Business ethics, social and environmental responsibilities of clothing retailers, and ethical consumer behaviour. Fashion marketing communication advertising, direct marketing, sales promotions, personal selling and service provision, publicity and public relations, and future trends in clothing retail. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

### Clothing merchandising 420 (KLD 420)

<b>Module credits</b>	20.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	Final-year status
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2



### Module content

Clothing merchandising aspects: fashion buying and planning function, controlling inventories, factors influencing stock movement, redistribution of stock; merchandising processes, sourcing and relationship with suppliers; management roles and responsibilities. Buying strategies, forecasting and records, preparing a buying plan, developing an assortment plan. Global sourcing perspective for the South African clothing industry. Economic, social and environmentally responsible sourcing practices of retailers. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

### Product development 411 (KLR 411)

**Module credits** 19.00

**NQF Level** 08

**Prerequisites** KLR 221 and KLR 321

**Contact time** 1 practical per week, 2 lectures per week

**Language of tuition** Module is presented in English

**Department** Consumer and Food Sciences

**Period of presentation** Semester 1

### Module content

Entrepreneurship in the South African clothing industry, business planning, starting a business and the product development processes that form part of the manufacturing of clothing.

Production: planning, conceptualisation, development, product analysis, execution and presentation of products. Application of clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel.

Marketing aspects: Small business marketing and management, economic and strategic decisions regarding a clothing small business as well as the development of new clothing products, bearing in mind the needs of the selected target market, financial aspects and overall business planning

Assignments are based on the themes covered in the module. The UN sustainable development goals #8, 11&12 are addressed during the module and all projects are focused on responsible consumption and production, community engagement and economic growth.

### Experiential training in industry 403 (KTP 403)

**Module credits** 5.00

**NQF Level** 08

**Prerequisites** Documentation of work experience as required for years 1-3

**Contact time** 1 practical per week

**Language of tuition** Module is presented in English

**Department** Consumer and Food Sciences

**Period of presentation** Semester 2



## Module content

During the 4 years of study students must complete a total of 480 hours experiential training in the industry to develop practical and occupational skills, participate in community projects/development and engage in service learning. This is equal to approximately 3 weeks x 40 hours (120 hours) per year. These "credits" include evidence of experiential training, service learning and community engagement during the 4 years of the programme and must be successfully completed and documented before the degree will be conferred.

## Textiles: new and sustainable developments 411 (TKS 411)

<b>Module credits</b>	13.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	TKS 212 and TKS 222 GS
<b>Contact time</b>	1 practical per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 1

## Module content

New developments that address the impact of textiles on the environment and sustainability. Focus is directed toward the UN sustainable development goal #12 through assignments that include principles of life cycle assessment, reusability as well as open- and closed loop recycling of textile and apparel products.

## Textiles: Quality assurance and consumer aspects 422 (TKS 422)

<b>Module credits</b>	13.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	TKS 411
<b>Contact time</b>	1 practical per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

## Module content

Clothing textiles and textile products from a quality assurance and consumer perspective. Practical project: Project to assess quality and performance properties of textiles for specific end-use by using laboratory tests. A written report of the results is required.

## Research project 400 (VBR 400)

<b>Module credits</b>	30.00
<b>NQF Level</b>	08
<b>Prerequisites</b>	BEM 314 and Final-year status
<b>Contact time</b>	1 lecture per week, 1 practical per week



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**Language of tuition**      Module is presented in English

**Department**              Consumer and Food Sciences

**Period of presentation**    Year

**Module content**

Research methodology. Plan, execute and report research project in clothing retail management, food retail management, hospitality management or culinary science.

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