PGDip (Economic and Management Sciences) *Tourism Management* (07220139)

Department	Marketing Management
Minimum duration of study	1 year
Total credits	120
NQF level	08

Programme information

Community engagement activities are embedded into the degree programme.

The Dean has the right of authorisation regarding matters not provided for in the General Academic Regulations or the Faculty regulations.

Admission requirements

1. Relevant bachelor's degree
2. Weighted average of at least 65% at final-year level

Examinations and pass requirements

1. Students must achieve at least 50% for all the required modules.
2. A maximum of two (2) years will be allowed for the completion of the diploma.
3. In order to obtain the diploma with distinction an average of 75% must be obtained in each of the modules individually.

The content of each coursework module will consist of formal lectures, assignments and an examination. The examination may take the form of a written examination or a written assignment and oral examination. The research methodology module will culminate in a research proposal.
A student will not be allowed to register more than twice for the same module.
There are no supplementary examinations for any of the modules.

Curriculum: Final year

Minimum credits: 120

The total number of credits for elective modules must be 50.

Core modules

Responsible tourism management 708 (TBE 708)

Module credits	20.00
NQF Level	08
Prerequisites	No prerequisite.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Year

Module content

The module equips the learner with responsible tourism management values and requires the learner to develop a portfolio that demonstrates their ability to conduct research, compile and write different research and/or tourism documents/reports, present to audiences and solve tourism-related strategic problems. One of the projects in the module involves community engagement activities where community partners are assisted with tourism-related knowledge and/or activities.

Destination management 709 (TBE 709)

Module credits	25.00
NQF Level	08
Prerequisites	No prerequisite.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

This module includes themes such as destination marketing, events management and sports tourism. The themes are explored from a strategic management perspective and cover several topics such as current trends in destination marketing, strategic and practical issues of events management and markets, product offerings and strategic issues at destination management level.

Travel management 710 (TBE 710)

Module credits	25.00
NQF Level	08

Prerequisites	No prerequisite.
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1 or Semester 2

Module content

This module covers themes of air transport, business travel and eTourism. The themes are explored from a strategic management perspective. The module will consider, amongst other, contemporary issues in the global airline industry and their effect on tourism, relationships between suppliers, business travel managers, travellers and travel management companies, and the strategic use of information technology across the tourism value chain.

Elective modules

Managing tourism 777 (EFK 777)

Module credits	20.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Historical and Heritage Studies
Period of presentation	Semester 2

Module content

Tourism management and economic, cultural and environmental sustainability.

International Communication management 780 (IKO 780)

Module credits	25.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	3 days - 8 hours per day
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 and Semester 2

Module content

- Communication management in South Africa
- Communication management in a developmental state
- Communication management in SADC, Africa and BRICS
- International communication

Human computer interaction 703 (INF 703)

Module credits	15.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	1 lecture per week, 1 web-based period per week
Language of tuition	Module is presented in English
Department	Informatics
Period of presentation	Semester 1 or Semester 2

Module content

Dramatic advances in technology have revolutionized the way that people interact with computers. This course focuses on the design and evaluation of user interfaces. Discussions will include both traditional computer systems and web-based systems.

Corporate communication 781 (KPK 781)

Module credits	30.00
NQF Level	08
Prerequisites	No prerequisites.
Contact time	3 days - 8 hours per day
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 and Semester 2

Module content

- Corporate communication theory and research
- Corporate communication in the public and private sectors
- Corporate communication versus public relations
- Corporate communication cases

Analytical decision-making 785 (OBS 785)

Module credits	15.00
NQF Level	08
Prerequisites	Only students registered for BComHons (Supply Chain Management) or BComHons (Business Management).

Contact time	5 block weeks of 3 hours each
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 1 or Semester 2

Module content

The module aims to inform future managers, consultants, and advisors on the psychological processes and biases underlying the decisions made by customers, competitors, colleagues, and themselves, with emphasis on how to incorporate such insights into business. This course will provide new insights into a personal approach to decision-making and enable the development of thinking and influencing skills required for effective strategic decisions, especially when faced with complex or ambiguous situations. Business analytics is covered within the context of decision-making. In addition, an applied decision-making aspect will focus on mastering quantitative modelling tools and techniques for business decision-making and deterministic optimisation techniques.

Development communication 780 (OWK 780)

Module credits	20.00
NQF Level	08
Prerequisites	Only for BComHons: Communication students
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Business Management
Period of presentation	Semester 2

Module content

The purpose of this module is to introduce students to the field of development communication
Study themes:

• The building blocks of a development communication;

• The nature and different approaches to corporate social responsibility;

• Different role players in the development arena.

Contemporary issues like the UN's sustainability development goals (SDG's);

The purpose of this module is to investigate global, regional and local issues in development communication and emphasises corporate social responsibility (CSR) as an avenue to address these issues. The roles of the private and public sectors, as well as non-governmental organisations in society will be evaluated. Different stages and models of CSR will be discussed to see how corporations can strategically plan their CSR programmes to contribute to the achievement of development and business goals.

General Academic Regulations and Student Rules
The General Academic Regulations (G Regulations) and General Student Rules apply to all faculties and

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registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information
The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project
The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.