

Faculty of Business and Management Sciences

Department of Retail Business Management

14 August 2019

Communiqué to Retail Business Management Students, Alumni and other Stakeholders Regarding the Higher Education Qualifications changes: Phase-in / Phase-out of Programmes

The revised Higher Education Qualification Sub-Framework (HEQSF) (2013) is a national directive from Department of Higher Education and Training (DHET) to align South African Higher Education (HE) qualifications into one national higher education system. The HEQSF provides new qualification types for HE and stimulated a process of curriculum revision.

The Department of Retail Business Management therefore conducted a detailed situational analysis of the wholesale and retail environment to establish what industry requirements are for wholesale and retail business management practitioners to progress on the labour market. There were extensive engagements with stakeholders to determine the need, content, and structure of the new qualifications that should be aligned to the HEQSF and at the same time meet the needs of the wholesale and retail industry.

These engagements culminated in the development, accreditation and finally registration of two HEQSF-aligned undergraduate qualifications. These are the **Diploma in Retail Business Management** and the **Advanced Diploma in Retail Business Management**. International benchmarking was conducted with similar qualification types to ensure that the revised curriculum for these new qualifications is internationally comparable. The Department of Retail Business Management is now in the process of developing the **Post-Graduate Diploma in Retail Business Management and the Doctor of Retail Business Management**.

The purpose of the 3-year **Diploma in Retail Business Management** is to provide graduates with theoretical knowledge and applied competences to develop into successful managers and practitioners in retail chain stores and retail franchise stores. Graduates can also be employed as retail buyers, retail planners and retail distribution centre managers.

This qualification also aims to equip graduates with a sound knowledge and skills base to be successful owners of retail businesses. The qualification will provide learners with retail and commercial-related conceptual and contextual knowledge, insight and practical skills to develop as managers for a retail or wholesale enterprise. The knowledge and skills acquired in this qualification, together with the retail work experience will enable graduates to progress to managerial levels in the retail industry. Practical competences will be inculcated by means of the application of the various work-integrated learning modalities to ensure a vocational focus.

Workplace-based Learning

The HEQSF-aligned **Diploma in Retail Business Management** is positioned in the professional pathway, combining both retail task-specific proficiency and specialised knowledge of retail business management. This diploma is designed to equip students with focused retail knowledge and skills and at the same time enable them to gain experience in applying such knowledge and skills in the workplace context via workplace-based learning. The existing Experiential Training (or Cooperative Education) in the National Diploma was revised during the situational analysis and replaced with a 24-SAQA credit new subject, Retail Integrated Projects (RIP). The learners will participate in workplace-based learning during the period July- September in their third year of the **Diploma in Retail Business Management**.

The purpose of the one-year **Advanced Diploma in Retail Business Management** is to develop managers in the wholesale and retail sector who are able to operate at a more senior level than the chain and franchise store level. The chain and franchise store level managers are catered for by the Diploma in Retail Business Management.

The **Advanced Diploma in Retail Business Management** is therefore targeted at owners of retail franchise stores, regional managers of chain stores, senior managers responsible for retail operations, logistics, retail buying and other managers in specialized areas of a retailing or wholesaling business. This qualification provides learners with the necessary in-depth knowledge, insight, and skills to ensure that they are able to successfully manage a retail or wholesale operation in a highly competitive business environment.

The **Advanced Diploma in Retail Business Management** provides logical progression from the Diploma in Retail Business Management to postgraduate studies in retail business management as a field of study. It will also prepare the student for postgraduate studies through deepening their knowledge and understanding of theories, methodologies, and practices in wholesale and retail operations management. This qualification aims to give learners who want to continue with their studies in retail business management, a sound knowledge and skills base to be successful owners and senior operations managers of retail businesses, retail buyers, regional managers and senior planners, retail distribution centres (DCs) managers and logistic managers.

There is no workplace-based learning component in the **Advanced Diploma in Retail Business Management**.

Post-Graduate Programmes

The postgraduate programmes will comprise of a **Postgraduate Diploma in Retail Business Management** followed by **Master of Retail Business Management** and then a **Doctor of Retail Business Management** degree. The **Postgraduate Diploma in Retail Business Management** and the **Doctor of Retail Business Management** degree programmes are currently being developed. However, the **Master of Retail Business Management** degree programme has already been accredited and registered.

The Retail Business Management qualifications structure will thus change as follows:

OLD NQF LEVELS	PREVIOUS RETAIL PROGRAMME STRUCTURE	NEW NQF LEVELS	NEW RETAIL PROGRAMME STRUCTURE
	No current qualification: new HEQSF-aligned qualification is being developed.	10	Doctor of Retail Business Management (360 SAQA credits). Qualification still being developed
8	M. Tech in Retail Business Management (120 SAQA credits). (phased out in 2016).	9	Master of Retail Business Management (120 SAQA credits). On offer since January 2016.
	No current qualification: new HEQSF-aligned qualification is being developed.	8	Postgraduate Diploma in Retail Business Management (120 SAQA credits). Qualification still being developed
7	B. Tech in Retail Business Management 120 SAQA credits) (phasing out – last intake was in January 2019. All pipeline students to exit by December 2022).	7	Advanced Diploma in Retail Business Management (120 SAQA credits). First intake is in January 2020.
6	National Diploma in Retail Business Management (360 SAQA credits) (phasing out – last intake was in January 2018. All pipeline students to exit by December 2021).	6	Diploma in Retail Business Management (360 SAQA credits) On offer since January 2018.

Phase in and Phase out process:

All non HEQSF-aligned undergraduate programmes will be phased out systematically. The HEQSF-aligned Diploma in Retail Business Management was implemented in January 2018. The B. Tech degree in Retail Business Management will be replaced by the Advanced Diploma in Retail Business Management in 2020. It is important to note that incomplete qualification academic credits are only valid for 10-years and students are encouraged to complete their incomplete qualifications as soon as possible.

Please also note that the last year for *new registration* for B.Tech will be 2019 after which the Advanced Diploma in Retail Business Management will be introduced. Students with an incomplete qualification who wish to register and complete the new qualification may be granted access and subject recognition for a maximum of 50% of the subject offerings on the HEQSF qualifications. Pipeline students for the B. Tech will have up until December 2022 to complete the qualification.

The HEQSF-aligned Master of Retail Business Management took effect from January 2016. The postgraduate diploma implementation is expected to be in January 2022. In the interim, retail business management graduates who currently hold a B. Tech

degree in Retail Business Management NQF level 7 with a National Diploma in Retail Business Management at NQF level 6, who are interested in continuing with their postgraduate studies in Retail Business Management, will be required to complete an articulation subject at NQF level 8 to facilitate their progression to NQF level 9 in order to gain access to the Master of Retail Business Management (NQF level 9). This subject is Advanced Research Methodology.

Updated information will be available on the CPUT website: www.cput.ac.za.

Undergraduate applications and registrations are managed by the Faculty Office Administrator: Ms Yolisa Ndamane (ndamaney@cput.ac.za).

Postgraduate applications are facilitated by the Retail Business Management Departmental Postgraduate Coordinator: Dr. Virimai Mugobo (mugobov@cput.ac.za).

Postgraduate registrations are facilitated by the Faculty Postgraduate Office:
Mr Siseko Mtetwa (mtetwas@cput.ac.za) or Ms Sipokazi Bukani (bukanis@cput.ac.za).

We trust that you will continue to progress in your academic career and choose CPUT as your partner in lifelong learning and development.

Wishing you all the best in your educational endeavours.



Dr Virimai Victor Mugobo
Acting Head of Department: Retail Business Management
mugobov@cput.ac.za