

A 3D illustration of a supply chain process. At the top, there are three stylized buildings representing different stages: a factory, a warehouse, and a retail store. Below these, a red banner contains the text 'SUPPLY CHAIN MANAGEMENT' in white. Underneath the banner, four grey arrows point from left to right, labeled 'supplier', 'manufacture', 'logistics', and 'retail'. To the right of the arrows, there are three small black human figures standing together.

SUPPLY CHAIN MANAGEMENT

The discipline of Supply Chain Management in the School of Management, Information Technology and Governance offers a Bachelor of Commerce (Honours) in Supply Chain Management and a Bachelor of Commerce (Honours) in Marketing and Supply Chain Management at the Westville and Pietermaritzburg campuses.

BACHELOR OF COMMERCE (HONOURS) IN SUPPLY CHAIN MANAGEMENT

The programme is designed to provide the student with an understanding and working application of the principles essential to the effective management of organisations. The purpose of the programme is to broaden the student's knowledge of Supply Chain so as to develop a thorough understanding of Supply Chain theory. The programme will also develop the skills necessary to apply the theory to understand material, information and capital flows and enable them to deal with the challenges experiences in Supply Chain Management.

Programme structure

Students are required to complete four compulsory modules, two electives and a research project. Students are obliged to complete the programme in one year (two semesters).

Programme modules

The following modules will be presented in the programme:

Core modules

- Research Methodology
- Advanced Purchasing Management
- Advanced Transportation and Physical Distribution
- Strategic Supply Chain and Project Management

Electives

- Operations Management
- Module approved by the School

A 3D illustration of a supply chain process. At the top, there are three stylized buildings representing different stages of production or distribution. Below them, a red banner contains the text 'SUPPLY CHAIN MANAGEMENT'. Underneath the banner, four grey arrows point from left to right, labeled 'supplier', 'manufacture', 'logistics', and 'retail'. To the right of the arrows, there are three small black human figures standing together.

SUPPLY CHAIN MANAGEMENT

BACHELOR OF COMMERCE (HONOURS) IN MARKETING AND SUPPLY CHAIN MANAGEMENT

The programme is designed to provide the student with an understanding and working application of the principles essential to the effective management of organisations. The purpose of the programme is to broaden the student's Marketing and Supply Chain knowledge so as to develop a thorough understanding of Marketing and Supply Chain theory.

The programme will develop the skills necessary to apply the theory within a business framework. Graduates would be able to provide the skills and expertise highly needed in the community for doing market research and managing marketing enterprises. The programme also develops the skills, knowledge and understanding of marketing that are essential for analysis of market conditions, development of marketing strategies, product and brand development, pricing, distribution (local and international), integrated marketing communication and interaction with the customer. The programme develops skills, knowledge and understanding in Supply Chain dynamics.

Programme structure

Students are required to complete at least two modules from the Supply Chain electives and at least two modules from the Marketing field electives, a research project and an additional module approved by the school. Students are obliged to complete the programme in one year (two semesters).

Programme modules

The following modules will be presented in the programme:

Supply chain electives

- Operations Management
- Advanced Purchasing Management
- Advanced Transportation and Physical Distribution
- Strategic Supply Chain and Project Management

Marketing electives

- Global Marketing
- Advanced Topics in Advertising
- Advanced Topics in Consumer Behaviour
- Advanced Topics in Marketing Research
- Advanced Topics in Marketing
- Advanced Tourism Marketing
- Strategic Marketing
- Business to Business Marketing
- Advanced Marketing Planning
- Strategic Brand Management

Programme teaching methods

For both programmes, lectures, seminars and presentations will be held at the school and field trips will be undertaken. Lectures will be presented during the day. Attendance is compulsory.

Programme teachers

Both programmes will be taught by lecturers in the disciplines of Marketing and Supply Chain Management and invited practitioners.

Eligibility

Applicants should be in possession of a Bachelor's degree with relevant majors averaging 55%, with preference being given to higher scoring applicants, subject to staff capacity.

Closing date for applications

- 30 November for the first semester of the ensuing year.
- 30 June for the second semester of the current year.

Contact us

Westville campus

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Note: The programmes/modules offered are subject to student enrolments.



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