



# MASTERSTART

**Gordon Institute  
of Business Science**  
University of Pretoria



Delivered 100% online



4 – 6 learning hours per week



8 weeks

# Business Management

Master the fundamentals of managing teams, resources, and operations effectively

Effective business management is key to driving organisational success. Business Management provides the skills to oversee teams, manage resources, and make informed financial and business decisions to support business growth.

## What will you learn?



### Commercial insight

Understanding business dynamics, financial impact, and competitive advantage for better decision-making.



### Manage resources

Efficiently allocating and overseeing team members, tools, and finances to achieve project goals.



### Manage budgets

Planning and overseeing financial expenditures to ensure efficient use of funds.



### Stakeholder engagement

Building and maintaining positive relationships with stakeholders, ensuring their needs and expectations are understood and managed.



### Business sense

An intuitive understanding of how businesses operate, including market dynamics, customer needs, and operational processes.



### Process alignment

Ensuring that business processes are structured and aligned with organisational goals and objectives to enhance efficiency and effectiveness.

Contact Us



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[www.masterstart.com](http://www.masterstart.com)



Certificate of  
Competence

# Course outline

 6 collaborative learning sessions



WEEK 1

## Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

## Module 1

### Introduction to business management

Explore the fundamentals of business management and its impact on organisations



WEEK 3

## Module 2

### People management

Learn key leadership, recruitment, and performance management strategies



WEEK 4

## Module 3

### Operations management

Understand how to streamline processes and improve operational efficiency



WEEK 5

## Module 4

### Financial management

Gain essential financial management knowledge, including budgeting and financial reporting



WEEK 6

## Module 5

### Business analytics

Use data to make informed business decisions and model business needs



WEEK 7

## Module 6

### Marketing

Explore marketing strategies, consumer behaviour, and market segmentation



WEEK 8

## Final assessment

Business Change Proposal

### Who is this course for?

This course is ideal for business professionals looking to develop practical management skills. It is designed for those who want to enhance their ability to oversee teams, manage resources effectively, and make strategic business decisions.

## The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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