



GRADUATE  
SCHOOL OF  
MARKETING

# **Guidelines for 2011 Export Management programmes and qualifications**

## New National Qualifications Framework

The format of all qualifications in South Africa is governed by the National Qualifications Framework (NQF) Act, 2008 that came into being through the South African Qualifications Authority (SAQA) - which is responsible for overseeing the development and implementation of the NQF and provides a standard format in which qualifications may be offered by private and public institutions.

The NQF aims to provide qualifications that enjoy national recognition and, where appropriate, international comparability. It also strives to provide clear learning paths in the qualification structures and facilitates and supports life-long learning and career advancement. The NQF assures the quality of outcomes of education and training and is key to facilitating access to, and progression within, education, training and career paths - a significant force in the transformation of education and training in South Africa.

Where the older version of the NQF differentiated between eight levels of qualifications, the reworked NQF now provides for ten different levels of qualifications. There has also been a change in the titles and types of qualifications; the minimum credit ratings per qualification; the number of credits that can be transferred to higher level qualifications; exit-level outcomes and associated assessment criteria; and an aspect known as work-integrated learning.

## Comparison between the current NQF and new NQF

Levels	Current NQF	New NQF
5	National Certificate - 120 credits National Diploma - 240 credits	Higher Certificate - 120 credits
6	National Certificate - 120 credits National Diploma - 240 credits Bachelors Degree - 360 credits	Advanced Certificate - 120 credits Diploma - 360 credits
7	National Certificate - 120 credits National Diploma - 240 credits Bachelors Degree (professional) - 480 credits B Tech - 480 credits Bachelor Honours - 120 credits	Advanced Diploma - 120 credits Bachelors Degree - 360 credits
8	National Certificate - 120 credits National Diploma - 240 credits Masters - 180 credits M Tech - 180 credits Doctoral - 360 credits D Tech - 180 credits Post - Doc	Bachelors Degree - 480 credits Bachelor Honours Degree - 120 credits Postgraduate Diploma - 120 credits
9	N/A	Masters Degree - 180 credits
10	N/A	Doctoral Degree - 360 credits

## **Response of the IMM Graduate School of Marketing to the new NQF**

The IMM Graduate School of Marketing (IMM GSM) was one of the first private institutions to receive accreditation for its programmes in terms of the old NQF. As per all higher education institutions, including public universities, the IMM GSM has redesigned its programmes to ensure alignment to the new NQF.

The IMM GSM has welcomed the opportunity to upgrade its programmes to ensure its students in higher education are exposed to the latest developments, knowledge, skills and learning content that is abreast of the new theories, recent research findings and new skills required by industry. The IMM GSM is committed to offer only qualifications that fall within the regulatory framework and therefore has welcomed the opportunity to ensure compliance of its programmes in line with the new NQF.

In the redesign of its programmes, the IMM GSM has worked in close collaboration with the local and international marketing industry, and in consultation with leading academic experts in the field of marketing and export management. The new programmes are not only aligned with the new NQF requirements, but the new qualifications will position IMM GSM students in an even stronger position for job and career acceleration opportunities in the industry.

### **The IMM GSM will offer the following realigned and new programmes from 2011:**

- Higher Certificate in Export Management
- Diploma in Export Management
- Higher Certificate in Marketing
- Diploma in Marketing Management
- Bachelor of Business Administration (BBA) in Marketing Management
- Postgraduate Diploma in Marketing Management
- B Phil Honours in Marketing Management
- M Phil in Marketing

Some of the most salient features of the new programme offerings follow.

## Higher Certificate in Export Management

The Higher Certificate in Export Management will be offered from 2011. The programme will be offered as a basic entry-level export qualification at level 5 of the new NQF and will consist of 135 credits. On completion of the programme, graduates can articulate to the Diploma in Export Management, but as prescribed by the new NQF, only 50% of the credits can be carried over to the Diploma in Export Management.

The Higher Certificate in Export Management can be completed within a minimum of one year of full-time study or within two years of part-time study.

Refer to the following table for the modules and credits for the Higher Certificate in Export Management.

<b>Modules</b>	<b>Credits</b>
Academic Literacy 1	15
Business Numeracy 1	20
Marketing 1	20
Export Administration 1	20
Sales Management 1	20
Business Communication 1	20
Basics of Export Trade 1	20
Total	135

## Diploma in Export Management

The Diploma in Export Management (IEX) has been remodelled to incorporate a stronger marketing and management element. It will be offered at level 6 of the new NQF and will consist of 360 credits. Students who have graduated with the Higher Certificate in Export Management can be articulated to the Diploma in Export Management - however, only 50% of the credits will count towards the total number of modules required for the Diploma in Export Management.

The Diploma may be studied over a minimum of three years on a full-time basis or four years on a part-time basis.

**Note:** In the past, the Diploma in Export Management was offered by the IEX. In future, the Higher Certificate in Export Management and Diploma in Export Management will be offered by the IMM Graduate School of Marketing.

Refer to the table for the current modules, new modules and credits retained for the articulation from the current IEX Diploma in Export Management to the new Diploma in Export Management.

## Diploma in Export Management

Current IEX Diploma in Export Management (Phased out end 2014)	New Diploma in Export Management (Offered from 2011)	Credits retained from Diploma in Export Management to new Diploma in Export Management
<b>Year 1</b>	<b>Year 1</b>	
Introduction to International Trade	International Trade 1 (20 credits)	Introduction to International Trade
Export Administration 1	Export Administration 1 (20 credits)	Export Administration 1
Finance and Payments 1		Credits awarded for Finance and Payments 2 (Year 2) on completion of Finance and Payments 1
International Communication	Business Communication 1 (20 credits)	International Communication
	Marketing 1 (20 credits)	
	Business Management 1 (20 credits)	
	Economics 1 (20 credits)	
<b>Year 2</b>	<b>Year 2</b>	
Export Administration 2	Export Administration 2 (20 credits)	Export Administration 2
Finance and Payments 2		Credits awarded for Finance and Payments 3 (Year 3) on completion of Finance and Payments 2
International Trade Law 1	International Trade Law 2 (20 credits)	International Trade Law 1
International Marketing 1		Refer to International Marketing 2 Year 3
	Export Management 2 (20 credits)	Credits awarded for Export Management 2 on completion of Export Management (Year 3)
	Marketing 2 (20 credits)	
	Business Management 2 (20 credits)	
	Finance and Payments 2 (20 credits)	Credits awarded for Finance and Payments 2 on completion of Finance and Payments 1 (Year 1)
<b>Year 3</b>	<b>Year 3</b>	
International Trade Law 2	International Trade Law 3 (20 credits)	International Trade Law 2
International Marketing 2	International Marketing 3 (20 credits)	Credits will only be awarded on completion of International Marketing 1 and 2
International Economics	International Economics 3 (20 credits)	International Economics
Export/International Trade Strategy	International Export Trade Strategy 3 (20 credits)	Export/International Trade Strategy
Export Management		Credits awarded for Export Management 2 (Year 2) on completion of Export Management
	Finance and Payments 3 (20 credits)	Credits awarded for Finance and Payments 3 on completion of Finance and Payments 2 (Year 2)
	Business Management 3 (20 credits)	
	<b>Total: 360 credits</b>	

## **Implications for graduates**

The status of the qualifications of students who have already graduated remains the same as in the past. The graduation certificates that have been issued to students are still legally valid and will remain so. If graduates wish to continue with further studies at the IMM GSM, previous qualifications will still allow students to be admitted to higher qualifications.

## **Implications for students who have not yet graduated**

From 2011, the IMM GSM will run two parallel legs of the Diploma in Export Management, namely the current IEX version as well as a new version. Students who have not yet graduated will have a choice at the beginning of 2011 to complete the IEX version of the programme for which they have enrolled, or they can choose to articulate to the new Diploma in Export Management.

Students must note that there is a considerable overlap between the modules of the current version and the modules of the new programme. However, there are new modules and learning content that will be included in the new programme which are different from the current version.

Students are advised to consult the table in this document in order to make an informed choice whether to articulate to the new Diploma in Export Management, or to first complete the programme for which they are currently enrolled.

However, students should keep in mind that the current IEX Diploma in Export Management will be finally phased out at the end of the 2014 academic year.

## Contact details

### *National Office*

#### **Johannesburg**

Atlas Studios  
33 Frost Avenue, Cnr Owl Street  
Braamfontein Werf  
2193

PO Box 91820  
Auckland Park  
2006

Tel: +27 (0) 11 628 2000  
Fax: +27 (0) 11 726 4505  
e-Mail: [info@immgsm.ac.za](mailto:info@immgsm.ac.za)

### *Regional Offices*

#### **Cape Town**

28A The Waverley Business Park  
Kotzee Road  
Mowbray  
7700

PO Box 13944  
Mowbray  
7705

Tel: +27 (0) 21 448 5060  
Fax: +27 (0) 21 448 6033  
e-Mail: [imm.ct@immgsm.ac.za](mailto:imm.ct@immgsm.ac.za)

#### **Durban**

Suite 9, The Lodge  
Strathmore Park  
305 Musgrave Road  
Berea  
4001

PO Box 35263  
Northway  
4065

Tel: +27 (0) 31 202 5791  
Fax: +27 (0) 31 202 5797  
e-Mail: [imm.dbn@immgsm.ac.za](mailto:imm.dbn@immgsm.ac.za)

#### **Harare**

Arundel Office Park  
1st Floor Building No. 3 West  
Norfolk Road  
Mount Pleasant

PO Box MP 394  
Mount Pleasant  
Harare

### **As from 1 October 2010**

Suite N & P  
Sam Levy's Village  
Borrowdale  
Harare

Tel: +263 (4) 33 8428/9  
Fax: +263 (4) 33 8446  
Cell: +263 913 475 003  
e-Mail: [imm.zim@immgsm.co.zw](mailto:imm.zim@immgsm.co.zw)