

Terms, Abbreviations, Acronyms

Legislative bodies / Professional bodies / Institutions / Associations

Acronym / Abbreviation	Meaning
AMC	The African Marketing Confederation
APPETD	Association of Private Providers of Education, Training and Development
CHE	Council on Higher Education
CILTSA	Chartered Institute of Logistics and Transport South Africa
CIM (UK)	Chartered Institute of Marketing: United Kingdom
DHET	Department of Higher Education and Training
HEI	Higher Education Institutions
IMM (SA)	Institute of Marketing Management South Africa
OXCOM	Oxford College of Marketing: United Kingdom
SAQA	South African Qualifications Authority
SSETA	Services Sector Education and Training Authority
USAF	Universities South Africa (Formally HESA)

Educational terms

Acronym / Abbreviation	Meaning
CAT	Credit Accumulation and Transfer
Distance Education	Distance education presuppose the spatial and/or temporal separation of lecturers and students for most of the learning experience
HEQSF	Higher Education Qualification Sub-Framework
NDP	Non-diploma/non-degree purposes
NQF	National Qualifications Framework
NQF Level descriptors	Level descriptors provide guidelines for differentiating the varying levels of complexity of qualifications on the framework
Number of levels	The National Qualifications Framework has ten levels. Higher education qualifications occupy six levels of the NQF, namely, levels 5 to 10
NSC	National Senior Certificate
Plagiarism	Copying someone else's work without giving due credit
POE	Portfolio of Evidence
RPL	Recognition of Prior Learning

Terms, Abbreviations, Acronyms

Educational terms (continued)

Acronym / Abbreviation	Meaning
SIMS	Student Information Management System
Short courses	Any short learning programmes offered by higher education institutions outside their formal structured undergraduate and postgraduate programmes and it therefore does not lead to a qualification on the Higher Education Qualifications Sub-framework (HEQSF)
WIL	Work integrated Learning

Student related assistance and resources

Acronym / Abbreviation	Meaning
AFR	Assessment Feedback Report
Assignment Workshop	A 3-hour face to face tutorial session in preparation for assignment assessment
Assessment	An opportunity for responding to evaluative questions based on syllabus completed providing the student occasion to display level of knowledge and insight of study materials
Bibliography	A list of resources appearing on the last page on an academic submission for assessment indicating the resources cited in the text of the submission as well as sources not cited but consulted for staging the informed opinion on which the submission is based
Day-time tutorials	Face to face day-time tutorials covering problematic areas of the syllabus - limited to 39 hours
Harvard Referencing System	A protocol for referencing which dictates the form, format and style of citation and referencing
eLearn	Online academic learning platform
eLibrary	Access to collection of online peer reviewed academic journals, articles and other sources
Evening tutorials	Face to face evening tutorials covering problematic areas of the syllabus - limited to 30 hours
Online Tutorial	A pre-recorded or live session on a defined focus-area presented, via the Internet, on the eLearn platform
Pacers	Set target dates and academic milestones per module
PI	Private invigilation, a student hiring an invigilator to supervise an examination session in a venue in a city where official IMM Graduate School examinations have not been scheduled
RA	Result Appeal

Terms, Abbreviations, Acronyms

Student related assistance and resources (continued)

Acronym / Abbreviation	Meaning
Reference List	A list of resources appearing on the last page on any academic submission for assessment indicating the resources cited in the text of the submission
Revision workshop	Three 3-hour face to face tutorial sessions in preparation for examination assessment
Scribe Service	Appointing an assistant to write an examination dictated by a student who may be somehow unable to physically write it themselves
SSC Head	Student Support Centre Head
Study Guide	An institution generated document reflecting a collection of additional information to supplement and enrich the prescribed textbook and containing self-assessment opportunities
Student Portal	The institution landing page which displays generic information and guidance on studying at said institution and presents registered browsers, who have the required username and password, with a link to the more specific detail on individual modules
SV	Script viewing
Turnitin	An electronic text matching system that compares text against a database of sources to prevent plagiarism
Tutor	A facilitator using active learning process to teach in small groups

Programmes

Acronym / Abbreviation	Meaning
BBA	Bachelor of Business Administration
BCom	Bachelor of Commerce
BPhil (Hons)	Bachelor of Philosophy Honours
Dip	Diploma
HC	Higher Certificate
MPhil	Master's of Philosophy
PGD	Postgraduate Diploma

Terms, Abbreviations, Acronyms

Modules and codes: Postgraduate

Acronym / Abbreviation	Meaning
ABM	Advanced Brand Management
ADM	Advanced Digital Marketing
AGM	Advanced Global Marketing
AMP	Advanced Marketing Practicum
AMPP	Advanced Marketing Practicum and Project
AMRR	Advanced Marketing Research Report
AMRT	Advanced Marketing Research Theory
ASER	Advanced Services Marketing
ASM	Advanced Strategic Marketing: Theory and Practice

Modules and codes: Undergraduate

Acronym / Abbreviation	Meaning
AFMG	Africa and Global Marketing
AL	Academic Literacy
ALP	Academic Literacy and Project
BC	Business Communication
BET	Basics of Export Trade
BL	Business Law
BMR	Basic Marketing Research
BM001/BM201	Brand Management
BM101/202/303	Business Management 1/2/3
BN	Business Numeracy
BP	Business Project
BRP	Business Research Project
BRT	Business Research Theory
BS	Business Statistics
DLM	Distribution and Logistics Management
DM	Digital Marketing
DSM	Destination Marketing

Terms, Abbreviations, Acronyms

Modules and codes: Undergraduate (continued)

Acronym / Abbreviation	Meaning
EA101/201	Export Administration 1/2
EC	e-Commerce
ECO101/201	Economics 1/2
ECOP	Economic Principles
EM	Export Management
ENT	Entrepreneurship
ETS	Export/International Trade Strategy
FM101/202/303	Financial Management 1/2/3
FBC	Fundamentals of Communication
FP201/302	Finance and Payments 2/3
HRM	Human Resource Management
IAM	International and Africa Marketing
IE	International Economics
IM	International Marketing
IT	International Trade
ITL201/301	International Trade Law 2/3
MAR101/202/303	Marketing 1/2/3
MC	Marketing Communications
MRP	Marketing Research Project
MRT	Marketing Research Theory
OM	Operations Management
PM	Product Management
PRM	Project Management
RM	Retail Marketing
SAM	Sales Management
SCM101/202/303	Supply Chain Management 1/2/3
SERM	Services Marketing
THM	Tourism and Hospitality Management
WIL	Work Integrated Marketing