



VARSITY INSTITUTE OF SCIENCE AND TECHNOLOGY

Empowering through science and technology

FACULTY OF MANAGEMENT & HUMANITIES SCIENCE

Business Module Description

ENTREPRENEURSHIP: This program provides the student with a board perspective on how to successfully plan and manage a small business.

COMMUNICATION AND HUMAN RELATIONS: This program equips students with different disciplines of communication, motivation, and self-image as tools in the organization. Practical activities are included, especially the writing of business communication documents. Human relations give candidates a good background of the management of staff and personnel function.

MARKETING MANAGEMENT: this program provides important aspects of the various markets, the marketing mix, consumer behavior, marketing strategies and international marketing.

MARKETING RESEARCH: This program studies the principles, techniques, analysis and reporting of marketing survey data.

SALES MANAGEMENT: This program studies aspects of selling such as the organisation for sales activities as well as the recruitment, training, remuneration and evaluation of sales aspects.

MARKETING COMMUNICATION: This program introduces candidates to the advertising media aspects that can be used to develop insight into the internal and external factors, which can influence the choice of the advertising media. The knowledge for launching an advertising campaign, creating an advertisement and doing advertising research to ensure that the correct media is used.

INTRODUCTORY ACCOUNTING: This program provides basic knowledge of accountancy to candidates; it also helps them to understand the concept of contra accounts and how to do financial statements.

FINANCIAL ACCOUNTING: This program provides candidates with the basic accounting principles and its contra accounting. Candidates will have the skills to enter data from the journal to general ledger, cashbook and bank reconciliation. How to do the books of different organisations will be covered, such as partnerships, public and private companies, corporation, etc.

COMPUTERIZED FINANCIAL SYSTEMS: This program provides candidates with the necessary background to do pastel accounting and pastel payroll. The program is presented in a practical and accessible manner.

PUBLIC RELATIONS: This program equips candidates with public relations front line skills required in all business organisations. It helps students realize the importance of communication between an organisation and its public/target markets, and to instill into candidates the awareness that all presented material should enhance the image of the company.

TRAVEL SERVICES: This program prepares consultants for the tourism industry who can correctly complete the necessary documentations and provide efficiently for the needs of tourists in terms of travel services required.

TOURISM DESTINATIONS: Tourism destinations: This program prepares consultants for the tourism industry by generating a desire in candidates to experience tourism and guiding them to understand the complex interaction of the tourism industry while teaching them knowledge required sell tourism products.

TOURISM COMMUNICATION: This program provides candidates with the skills to express themselves clearly, correctly and concisely in oral as well as in writing communication. It also create an understanding of important aspects of interpersonal relationships in order for the candidate to function more effectively in the work solution, and it also assist candidate to develop self-confidence in his/her social interactions.

TRAVEL OFFICE PROCEDURES: This program enable the tourism candidate, with the required practical training in office procedures and marketing strategies, to perform the administrative and marketing functions attached to the past of the tourism consultant confidently.

HOTEL RECEPTION: This program prepares professional receptionists who can accurately and efficiently perform the duties and functions of a hotel receptionist, and can thereby project and contribute to the image: 'excellence in service' in the accommodation industry. Cost and management accounting: This program is a field of study that empowers candidates with knowledge to report to the management of a business on the profitability of a specific product or department.

INCOME TAX: This program provides candidates with necessary skills to understand the different types of taxation and how the calculations are done.



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