

PM SKILLSHOUSE

NC: Generic Management

Elective Subject: Introduction to Management

SAQA ID: 59201

NQF Level 5

162 Credits





INTRODUCTION TO **MANAGEMENT**

SECTION ONE



1. Introduction to management

- Role of management
- Definition
- Different levels
- Different types

2. Introduction/importance

- Planning process
- Decision making

SECTION ONE



3. Organising

- Importance
- Fundamentals
- Design and structures
- Influencing factors

4. Leading

- Basics of leadership
- Classifications of leadership

SECTION ONE



5. Control

- Introduction
- Importance
- Control process
- Focus on control
- Characteristics of QMS

SECTION ONE



6. Knowledge of managements

- Introduction
- What is KM
- Objectives of KMS
- Types of knowledge
- Strategies
- Motivations
- Technologies
- KManagers

SECTION ONE



7. Risk management

- Introduction
- Risk process
- Identify risk
- Assess risk
- Monitor and review
- Monitor and review
- Benefits of managing risk

SECTION ONE



8. Personal development

- EI
- SI
- Time management
- Self-management
- Personal budgeting



CUSTOMER MANAGEMENT



CUSTOMER MANAGEMENT

SECTION THREE

1. Identify product features

- Needs, wants and demands
- Customer value and satisfaction
- Questioning techniques
- Product quality
- Building client relationships
- TRUST
- Strategy
- Buying motives
- Features, advantages and benefits
- Presenting to client
- Barriers to communication
- Presentations
- Demonstrating products

SECTION THREE

2. Sales process

- The consultation process
- Interpersonal selling skills
- Communication
- Steps in sales process
- Presenting sales proposals
- Buying resistance
- Handling objections
- Closing the sale
- Buying signals
- Follow up

SECTION THREE

3.Consumer behaviors

- Factors that influence buying
- Consumers decision process
- Buyer behaviors

SECTION THREE

4. Customer service

- What is customer service
- Touch points
- Moments of truth
- Characteristics of customer service
- Solution/plan
- Stakeholder consultation
- Implementing changes in customer service areas
- Methods and tools to facilitate change

SECTION THREE

5. Brand mix elements

- Introduction to branding
- Brand terminology
- Brand elements
- Benefits/purpose of branding
- Brand familiarity
- Brand protection



Section 1

Identify Product Features

Outcomes:

- Identify needs of the customer
- Present features, advantages and benefits to the customer
- Demonstrate features, advantages and benefits