



INTRO TO BUSINESS ENVIRONMENTS MICRO-CREDENTIAL

Investigate complex environments that
impact a business.

*This programme may be completed as
a stand-alone micro-credential,
or stacked with Intro to Management
and Leadership.

INTRODUCTION

A business is not an isolated entity. It is influenced by numerous internal and external factors.

This course will help you to grow your understanding of the complex environment within which companies are managed – both externally and internally.

COURSE DESCRIPTION

Explore the internal environment of an organisation by exploring the typical functional areas of business.

Learn about the external environment comprising the micro and macro environment, this includes competitive and customer dynamics and how political and technological developments can shape a business strategy.

This 6-week course also looks at the impact of globalisation on business and how an organisation can best position itself in this complex environment.

IS THIS COURSE FOR YOU?

This course is for you if you are a manager, business owner or an aspiring leader.



TIME COMMITMENT:

10-13 hours weekly



DURATION:

6 Weeks



TOTAL COST:

R3,500.00 / US\$ 240,00



COURSE CONTENT

- Over the course of six (6) weeks, through videos, readings and discussions, you will explore the following topics:
- Week 1: Introduction to Business Management.
- Week 2: Business Management in a Globalised Environment.
- Week 3: Marketing Management and Public Relations Management.
- Week 4: Operations Management and Supply Chain Management.
- Week 5: Financial Management and Human Resource Management (HRM).
- Week 6: Summative Assessment.

COURSE OUTCOMES

By the end of this course you will be able to:

- Explain business management and its context.
- Describe the main trends and challenges associated with business management in a globalised environment.
- Discuss the purpose of the marketing management function.
- Discuss the purpose of the public relations function.
- Explain the main challenges in operations management.
- Explain the main challenges in supply chain management.
- Describe the purpose of the financial management function.
- Discuss the importance and main features of human resource management.

Learners create a portfolio of work that demonstrate their newfound knowledge and skills.

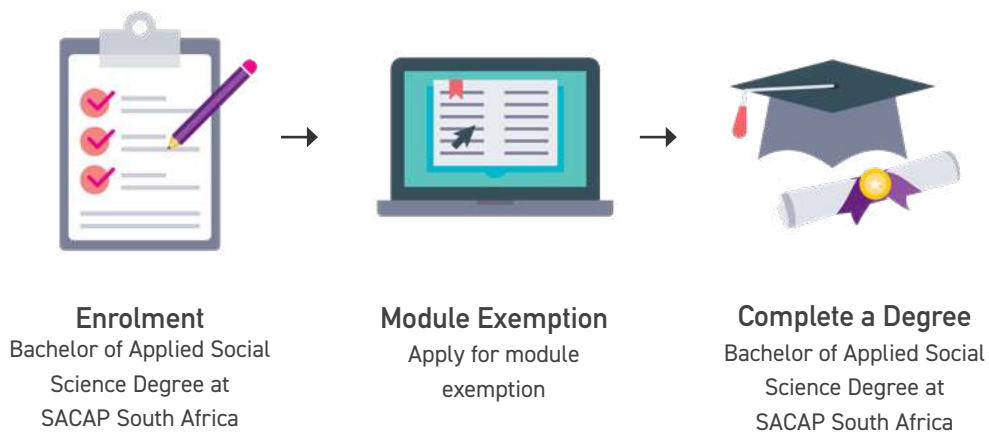


STACKABLE CREDENTIALS

Stack specified combinations of SACAP Global micro-credentials and they can be recognised as equivalent to a module within our degree programme at SACAP South Africa.



Intro to Business Environments can be stacked with **Intro to Management and Leadership**, and recognised as equivalent to a module within the Bachelor of Applied Social Science Degree. If you meet the minimum entrance criteria, you can enrol for the degree and apply for module exemption.



CERTIFICATION

Upon completion, you will receive a digital **certificate of competence** and badge. Your certificate and badge can be shared to 100+ social media platforms, allowing you to share your achievement with a single click.



CREDENTIAL TYPE

This course has been designed and developed by experts in the field of psychology.

The OpenLearning team has reviewed the course to ensure quality academic learning within the Malaysian and Australian credentialing framework.

An **OpenLearning OpenCred** is a type of credential that can stand-alone, or interact with a formal qualification. OpenCred courses are market-leading online courses that prepare learners for the future of work.

The Intro to Business Environments micro-credential has been designed for anyone needing to upskill in this area and offers 40 hours of learning and assessment. Learners study online with expert facilitators and receive robust academic content, while acquiring practical industry-relevant skills.



For more information visit our website www.global.sacap.edu.za