



Graduate School
Marketing • Supply Chain • Business

Changes to Financial Management modules at the IMM GSM (UPDATED: December 2015)

The **IMM GSM Faculty** would like to make all current students aware of **exciting changes to modules within the Finance Faculty**. These changes are intended to make students and graduates more competitive in the market-place by providing uniquely structured finance propositions.

After collating the information gathered from our **industry-leading research project** compiled in association with the Department of Finance and Investment Management Research Consultancy at the University of Johannesburg (UJ), we have discovered that certain **changes need to be implemented**.



As a result we will be **restructuring the Financial Management modules** and developing new and **exciting learning content** as well as utilising new prescribed textbooks or editions thereof.

This is in an effort by the **IMM GSM Faculty** to remain industry leaders in the marketing and management fields and to ensure that the **skills and knowledge** taught to our graduates are **relevant and necessary** to make them **competitive and innovative** candidates in industry.

Our core focus is to isolate the **key areas of finance required in the marketing profession** and to ensure that we strike a balance in our modules that goes some way to give candidates a rounded understanding of the worlds of marketing and finance.

Students may be impacted in the following ways:

1. If a student is **repeating a module** he/she will be confronted with a new set of outcomes and learning material.
2. **Second-hand textbooks** will no longer be viable as the textbooks have either changed or have gone into new editions, and the learning content will be developed with these new editions in mind. Older versions/prior textbooks can certainly serve as additional readings.
3. **Students moving from one financial module to the next** one scheduled on their qualification will be transferred to the new outcomes with no phasing out process being implemented. This may mean some repetition in some cases.
4. **Past papers, study notes and hand-outs** set on the old syllabi will no longer be relevant in their entirety as the topics have been restructured. New support questions, revision documents and specimen papers will be developed on the modules where needed.

Why the changes?

The three modules (Financial Management 1, 2 and 3) have been restructured in such a manner so that the following key aspects are addressed:

1. To assist in the **paradigm shift** from the marketing function being seen as a cost related function to being an investment process for a company. This is a growing trend in industry and is set to guide the way finance and marketing should be taught.
2. To **empower marketing professionals** to **communicate** their **value creation** and not simply be seen as a support function.
3. To **empower marketing professionals** to **increase the value** created from **marketing based assets**.
4. To ensure the needs of the entry level as well as the more experienced student are met.
5. To allow **marketing as a profession to take on a responsibility towards profit and loss** and recommend projects with 'measurable' benefits.
6. To ensure that marketing is an **important and equally represented influencer** of an organisation's overall strategy.

The changes in the financial modules are based on extensive industry research and are set to ensure that the financial skills of our marketing or business graduates are appropriate to suit the necessary level of dialogue in order to communicate the value creating marketing opportunities to the rest of the organisation.

This way students will be learning how to 'market' both themselves and the contribution of marketing based assets within an organisation by the use of proper communication of financial measures that can assess the impact of strategic and operational marketing decisions on shareholder value (Kim & Richarme, 2010, p.7).

What are the changes?

A full list of current study units and learning outcomes compared to the new list of outcomes and study units is provided as a separate attachment to this notice entitled 'Summary of new learning outcomes on finance modules'.

Essentially the learner guides will be redesigned to unlock the key concepts in finance at the respective levels and to ensure that the academic content is made relevant and understandable.

The units per module have been presented as follows:

FINANCIAL MANAGEMENT 1 SEMESTER ONE 2015

FINANCIAL MANAGEMENT 1 – STUDY UNITS

Explain accounting concepts and terminology and the accounting environment

Prepare and explain financial statements

Classify costs into various categories including CVP analysis

Demonstrate knowledge of concepts related to materials and stock management

Determine the selling price of a product, including VAT concepts

Demonstrate knowledge of concepts related to labour, overheads and job costing

Demonstrate an understanding of budgets and budgetary control

LEARNING MATERIAL – PRESCRIBED TEXTBOOK, LEARNER GUIDE AND ELEARN RESOURCES

| CODE | MODULE | PRESCRIBED TEXTBOOK / ISBN | AUTHORS | PUBLISHER | ED | YEAR |
|--------------|------------------------|--|----------------------------|------------------|-----------|-------------|
| FM101 | Financial Management 1 | Basic Accounting for Non-Accountants ISBN: 9780627032905 | Cloete, M. & Marimuthu, F. | Van Schaik | 2nd | 2015 |

Learner guide to be updated with a refreshed approach to the concepts covered.

Elearn resources will include specimen exam papers/questions, additional solutions and support activities/videos.

FINANCIAL MANAGEMENT 2 SEMESTER ONE 2015

FINANCIAL MANAGEMENT 2 – STUDY UNITS

Explain the role of financial management in an organisation

Demonstrate an understanding of the time value of money fundamentals

Demonstrate an understanding of the nature of short-term financial decisions

Demonstrate an understanding of relevance of the long-term financing decisions in an organisation

Demonstrate an understanding of the long-term investment decisions in an organisation

Demonstrate an understanding in the analyses financial statements

LEARNING MATERIAL – PRESCRIBED TEXTBOOK, LEARNER GUIDE AND ELEARN RESOURCES

| CODE | MODULE | PRESCRIBED TEXTBOOK / ISBN | AUTHORS | PUBLISHER | ED | YEAR |
|---|------------------------|--|---|-----------|-----|------|
| FM202 | Financial Management 2 | Corporate Finance: A South African Perspective ISBN: 9780195996012 | Els, G. (editor), Du Toit, E., Erasmus, P., Kotze, L., Ngwenya, T.K. and Viviers, S. | Oxford | 2nd | 2014 |
| Learner guide to be updated with a refreshed approach to the concepts covered, with a marketing focus. | | | | | | |
| Elearn resources will include specimen exam papers/questions, additional solutions and support activities/videos. | | | | | | |

**FINANCIAL MANAGEMENT 3
SEMESTER TWO 2015**

FINANCIAL MANAGEMENT 3 – STUDY UNITS

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| Demonstrate an understanding of the process of shareholder value creation |
| Demonstrate an understanding of/and conduct sales and budget forecasting |
| Demonstrate an understanding of product and customer profitability analysis |
| Demonstrate an understanding of product price sensitivity to the market (price elasticity) |
| Demonstrate an understanding of the quantification of proposed marketing strategies and projects |

LEARNING MATERIAL – PRESCRIBED TEXTBOOK, LEARNER GUIDE AND ELEARN RESOURCES

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| No prescribed textbook – Learner guide will contain all relevant content supplemented with resources on Elearn. |
| Learner guide to be updated with a refreshed approach to the concepts covered, with a marketing focus. |
| Elearn resources will include specimen exam papers/questions, additional solutions and support activities/videos. |

When will the changes take effect?

Financial Management 1 and 2 will be implemented during the **first semester of 2015**. This may imply a slight delay in the availability of assessments and materials at the end of 2014.

The changes to Financial Management 3 will be implemented during the **second semester of 2015**.

We hope you are as excited about the new developments as we are and we appreciate your understanding as we roll out the new modules in 2015. We are always available to assist and encourage you to get in touch via academic-ug@immgsm.ac.za should you have any queries or comments.

Please look out for further communications relating to the availability of study resources and assessments as we will update the notifications as the developments continue.

All the best with the upcoming examination session and remainder of your studies.

Regards

The IMM GSM Team