

UCT and GetSmarter launch suite of online postgraduate diplomas

As part of its initiative to enable students across Africa to study with high-touch interactive support, the University of Cape Town's Faculty of Commerce, in partnership with GetSmarter, launched a suite of online postgraduate diplomas late last month at a press conference held on campus at UCT.



To be presented in blended learning format from February next year, this new form of distance education allows learners the flexibility to retain full-time employment, while advancing their career through specialised study.

Spokespersons for the programmes, the UCT Postgraduate Diploma in Management in Marketing and the UCT Advanced Diploma in Business Project Management, included Sam Paddock, Founder and CEO of GetSmarter, Rob Paddock, Chief Academic Officer at GetSmarter, Professor Don Ross, Dean of the Faculty of Commerce at UCT, and Jacques Rousseau, Managing Director of Across Africa.

Professor Don Ross, UCT Dean of the Faculty of Commerce, comments on the online presentation of the programmes: "With a highly interactive high-touch design, Commerce's Across Africa courses exploit styles of learning and engagement that go well beyond what can be implemented in the traditional classroom. Rich, real-time student communication with lecturers, tutors and one another during all stages of learning is now possible."

Formulated and administered by dedicated specialists, both postgraduate diplomas draw on relevant case studies, video lectures from industry thought leaders, practically focused projects and interactive learning methods. The learning material includes module notes, video lectures, discussion forums, practice quizzes, tests, recommended reading and references. Learners will also have full access to UCT's Career Development Programme, library and other support services.

About the Postgraduate Diploma in Management in Marketing

- Originally developed to offer non-business degree graduates the opportunity to learn about both specific and general business functions, this sought-after programme provides managerial insight and understanding, with a marketing focus.
- It is designed to equip learners with a management outlook within the field of marketing, and establish a network of ambitious future industry learners.
- The programme enables learners to successfully fulfil marketing management roles in organisations both locally and internationally.
- Delivered part-time over two years, and commences in February 2015.
- Exams will be written at specified exam writing centres in major cities across South Africa.

About the Advanced Diploma in Business Project Management

- The diploma is the first of its kind to provide an in-depth and holistic working knowledge of the project management discipline, and how it applies in the context of the modern business.
- It is designed to address the shortage of skilled project managers currently impacting various business sectors across South Africa.
- Graduates of this programme will gain the skills and expertise needed to successfully work in top-tier project management roles.
- This programme is delivered part-time over one year, and commences in February 2015.
- Exams will be written at specified exam writing centres in major cities across South Africa.

For more information on the application processes, visit www.commercepostgrad.uct.ac.za, or contact Timothy Dimech on +27 21 447 7565 or via timothy.dimech@getsmarter.co.za.

For more, visit: <https://www.bizcommunity.com>