

IMM Graduate School

TERMS, ABBREVIATIONS AND ACRONYMS

ACRONYM/ ABBREVIATION	MEANING
Legislative bodies / Professional bodies / Institutions / Associations	
AMC	The African Marketing Confederation
APPETD	Association of Private Providers of Education, Training and Development
CHE	Council on Higher Education
CILTSA	Chartered Institute of Logistics and Transport South Africa
CIM (UK)	Chartered Institute of Marketing: United Kingdom
DHET	Department of Higher Education and Training
HEI	Higher Education Institutions
SAQA	South African Qualifications Authority
SSETA	Services Sector Education and Training Authority
USAF	Universities South Africa (Formally HESA)
Educational terms	
CAT	Credit Accumulation and Transfer
Distance Education	Distance education presuppose the spatial and/or temporal separation of lecturers and students for most of the learning experience
HEQSF	Higher Education Qualification Sub-Framework
NDP	Non-diploma/non-degree purposes
NQF Level descriptors	Level descriptors provide guidelines for differentiating the varying levels of complexity of qualifications on the framework
Number of levels	The National Qualifications Framework has ten levels. Higher education qualifications occupy six levels of the NQF, namely, levels 5 to 10
NSC	National Senior Certificate
NQF	National Qualifications Framework
RPL	Recognition of Prior Learning
SIMS	Student Information Management System
Short courses	Any short learning programmes offered by higher education institutions outside their formal structured undergraduate and postgraduate programmes and it therefore does not lead to a qualification on the Higher Education Qualifications Sub-framework (HEQSF)
WIL	Work integrated Learning
PoE	Portfolio of Evidence
Plagiarism	Copying someone else's work without giving due credit
Student related assistance and resources	
Mock Exam Workshop	A 3-hour exam preparation session, held at SSC's
Assessment	An opportunity for responding to evaluative questions based on syllabus completed, providing the student occasion to display level of knowledge and insight of study materials
AFR	Assessment Feedback Report
Consultation hours	
Day-time tutorials	Day-time tutorials covering problematic areas of the syllabus
eLearn	Online academic learning platform

Evening tutorials	Evening tutorials covering problematic areas of the syllabus
Online Tutorial	A pre-recorded or live session on a defined focus-area presented, via the Internet, on the eLearn platform
Pacers	Set target dates and academic milestones per module
PI	Private invigilation, a student hiring an invigilator to supervise an examination session in a venue in a city where official IMM Graduate School examinations have not been scheduled
RA	Result Appeal
SV	Script viewing
Turnitin	An electronic text matching system that compares text against a database of sources to prevent plagiarism
eLibrary	Access to collection of online peer reviewed academic journals, articles and other sources
Scribe Service	Appointing an assistant to write an examination dictated by a student who may be somehow unable to physically write it themselves
SSC Head	Student Support Centre Head
Study Guide	An institution generated document reflecting a collection of additional information to supplement and enrich the prescribed textbook and containing self-assessment opportunities
Student Portal	The institution landing page which displays generic information and guidance on studying at said institution and presents registered browsers, who have the required username and password, with a link to the more specific detail on individual modules
Tutor	A facilitator using active learning processes to cover portions of the syllabus
Reference List	A list of resources appearing on the last page on any academic submission for assessment indicating the sources cited in the text of the submission and following a specific referencing system
IMM Harvard Referencing System	A protocol for referencing which dictates the form, format and style of citation and referencing
Programmes	
BBA	Bachelor of Business Administration
BCom	Bachelor of Commerce
BPhil (Hons)	Bachelor of Philosophy Honours
Dip	Diploma
HC	Higher Certificate
MPhil	Master's of Philosophy
PGD	Postgraduate Diploma
Modules and codes	
Certificate Modules (Undergraduate)	
AL/ALP101/AL101	Academic Literacy
FBC101C	Fundamentals of Business Communication
FBM101C	Fundamentals of Business Management
FBN101C	Fundamental Business Numeracy
FDM101C	Fundamentals of Digital Marketing

FMAR101C	Fundamentals of Marketing
FSM101C	Fundamentals of Sales Management
Diploma Modules (Undergraduate)	
ABM202D	Application of Business Management
ADMM201D	Application of Digital and Mobile Marketing
AFM202D	Application of Financial Management
AM202D	Application of Marketing
BL101	Business Law
BMS303D	Business Management Strategy
ENT301D	Entrepreneurship
HRM301D	Human Resource Management
MC201D	Marketing Communications
MR201D	Marketing Research
PBC101D	Principles of Business Communication
PBM101D	Principles of Business Management
PDM101D	Principles of Digital Marketing
PFM101D	Principles of Financial Management
PMAR101D	Principles of Marketing
PPM101D	Principles of Project Management
SM303D	Strategic Marketing
WIL301D	Work Integrated Learning
Degree Modules (Undergraduate)	
BBM001B	Business-to-Business Marketing
BC101B	Business Communication
BM101B	Business Management 1
BM201B	Brand Management
BM202B	Business Management 2
BM303B	Business Management 3
BP304B	Business Project
BRP302B/MRP302B	Business Research: Project / Marketing Research: Project

BRT201B/MRT201B	Business Research: Theory /Marketing Research: Theory
BS101B	Business Statistics
DLM201	Distribution and Logistics Management
DMA001B	Digital Marketing Application
ECO101	Economics 1
ECO201	Economics 2
ECOP101B	Economic Principles
FM101B	Financial Management 1
FM202B	Financial Management 2
FM303B	Financial Management 3
GM301B	Global Marketing
IMC201B	Integrated Marketing Communications
MAR101B	Marketing
MAR202B	Marketing 2
MAR303B	Marketing 3
OM301B	Operations Management 3
PRM101B	Project Management 1
PRM201B	Project Management
RM001B	Retail Marketing
SAM101B	Sales Management 1
SCM101B	Supply Chain Management 1
SCM202B	Supply Chain Management 2
SCM303B	Supply Chain Management 3
SEM001B	Services Marketing
Postgraduate Diploma	
ABMC401P	Applied Brand and Marketing Communications
AGMD401P	Applied Global Marketing Dynamics
AML401P	Applied Marketing Leadership
AMM401P	Applied Marketing Metrics
AMP401P	Applied Marketing Project

BPhil (Postgraduate)	
ABM401H	Advanced Brand Management
ADM401H	Advanced Digital Marketing
AGM401H	Advanced Global Marketing
AMAR401H	Advanced Marketing Application Report
AMRR402H	Advanced Marketing Research: Report
AMRT401H	Advanced Marketing Research: Theory
ASER401H	Advanced Services Marketing
ASM401H	Advanced Strategic Marketing
Export Modules (Undergraduate)	
AEA201D	Application of Export Administration
AFP201D	Application of Finance and Payments
BET101C	Basics of Export Trade
EM201D	Export Management
ETS301D	Export Trade Strategy
FEA101C	Fundamentals of Export Administration
FPS302D	Finance and Payments Strategy
FSCM101C	Fundamentals of Supply Chain Management
IE301D	International Economics
IT101D	International Trade
ITL201D	International Trade Law 1
ITL301D	International Trade Law 2
PEA101D	Principles of Export Administration