



# Information Management Training

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South African enterprises today operate in a global market with an increasingly turbulent and volatile environment, and must withstand the competitive pressure from other producers as well as from new alternative technologies and products. In this environment of uncertainty, information and knowledge management offer opportunities for innovative managers to use information as a strategic tool for competitive advantage. The success of enterprises in the 21<sup>st</sup> century, in an increasingly competitive market place, critically depends on the quality of information which those enterprises apply to their key business processes. One of the fastest growing business sectors in today's economy is the knowledge sector, that is enterprises whose primary product is the knowledge and competence of their employees. For these enterprises, profits are generated through the successful management of their information resources.

To meet this growing need in the career market, the Departments of Business Management and Information Studies at RAU offer a BCom (Information Management) degree from 2002. The degree comprises the equivalent of 27 semester courses that consist of Business Management and Information Science as compulsory major subjects. A further major subject must be chosen from Marketing Management, Economics or Logistics Management. Ancillary subjects include Accounting, Analytical Techniques, Auditing, Business Information Systems, Financial Management and Human Resources Management. The objective of the degree is to prepare students with the necessary skills and expertise to function in the global knowledge economy.

The concepts of a knowledge economy and information capitalism underlies virtually all new information-driven economies and businesses and, in South Africa, enterprises are nowadays prepared to pay for information that will enable them to increase their profit margins and remain ahead of their competitors. As a result, many job opportunities are available for information and knowledge managers in this fast-changing environment. These managers are responsible for the strategic management of information and knowledge resources in enterprises.

RAU also offers an honours degree in Information Management from 2002 – the BCom Honours (Information Management). The entrance requirement is a BCom degree with Business Management as a major subject or any other BCom degree with a major subject with comparable content in Business Management. The primary purpose of this qualification is to provide qualifying students with applied competencies and practical skills in the organization, analysis, interpretation and application of advanced Information Management.

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