

UNIVERSITY OF PRETORIA-FORDHAM UNIVERSITY

UBUNTU PROGRAMME

Elective - Modules

Module Code	Module Name/Content
AGL 110	Intro to Archaeology Module content: An introduction as to how archaeologists study the past via the artefacts left behind by our ancestors. The history of archaeological theory and how it has contributed to interpretation of the past is discussed. Topics range from the origins of the human family in Africa over three million years ago to the study of modern-day graffiti. Other issues examined include the origins of sex/gender, race and class; how archaeological dating works and how to recognise artefacts.
APL 210	Anthropology (sex, gender and healing) Module content: This module explores sex, sexuality, gender, sickness and healing. It entails analysing the ways in which these concepts are understood in diverse social contexts and studies how anthropologists think about them in contemporary society.
APL 310	Anthropology (Africa: anthropological perspectives) Module content: Contemporary ethnographic studies in the African continent, with particular reference to politics, war, resettlement and refugees, religion, identity formation and identity politics, ethnicity and class, and consumption.
BEM 110	Principles of Marketing Management Module content: Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.
BEM 212	Consumer Behaviour Module content: Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

BPE 211	<p>Professional Ethics</p> <p>Module content: In the first quarter of this module students are equipped with an understanding of the moral issues influencing human agency in economic and political contexts. In particular philosophy equips students with analytical reasoning skills necessary to understand and solve complex moral problems related to economic and political decision making. We demonstrate to students how the biggest questions concerning the socio-economic aspects of our lives can be broken down and illuminated through reasoned debate. Examples of themes which may be covered in the module include justice and the common good, a moral consideration of the nature and role of economic markets on society, issues concerning justice and equality, and dilemmas of loyalty. The works of philosophers covered may for instance include that of Aristotle, Locke, Bentham, Mill, Kant, Rawls, Friedman, Nozick, Bernstein, Dworkin, Sandel, Walzer, and MacIntyre. In the second quarter of the module the focus is on professionalism, careers and ethics. Codes of ethics in business and professions, professional codes, as well as ethical issues in the accountancy profession are discussed.</p>
DFK 110	<p>Drama & Film Studies</p> <p>Module content: <i>The languages of drama and film</i> This module introduces the languages of drama and film analysis. Aristotle's theories will be used as a basis for analysing narrative structures in drama and film. Historical and contemporary drama and film theories will be used to read various performances, films and videos.</p>
EKN 314	<p>Economics</p> <p>Module content: International trade/finance International economic insight is provided into international economic relations and history, theory of international trade, international capital movements, international trade politics, economic and customs unions and other forms or regional cooperation and integration, international monetary relations, foreign exchange markets, exchange rate issues and the balance of payments, as well as open economy macroeconomic issues.</p>
ENG 310	<p>Mediaeval & Renaissance Literature</p> <p>Module content: In this module students study the works of representative writers from Chaucer to Shakespeare and Milton. The general characteristics and techniques of these authors are discussed in relation to developments in aesthetic theory, generic conventions and socio-historical change.</p>
FRN 113	<p>French: Cultural-professional</p> <p>Module content: Comprehensive review of French grammar; development of reading, writing, speaking and understanding skills; analysis and interpretation of texts.</p>
GES 310	<p>Historical Trends in the Modern World</p> <p>Module content: A selection of political, economic and social themes.</p>
IPL 210	<p>International Relations (international theory and organisation)</p> <p>Module content: International theory and organisation What cause war and peace? Can international order and justice be reconciled? Does the international structure matter? The answers depend on the theoretical lenses through which world politics are viewed. An overview is provided of</p>

	<p>competing theoretical perspectives of international relations. It includes mainstream and alternative perspectives, as well as the underlying ideas, theories and variants of each. These theories also propose different approaches to global peace, amongst others peace through international organisation. A comprehensive analysis is made of selected international organisations with a universal or regional scope, such as the United Nations, the African Union and the Southern African Development Community, and of international law that underpins these organisations and their activities.</p>
IPL 310	<p>International Political Economy Module content: The nature and functioning of the contemporary international political-economic order are analysed against the background of the process of globalisation. The focus is on the interaction of political and economic trends and issues such as the economic importance and political impact of regional trade blocs; the debt burden of states; international aid; the role and influence of multinational corporations; and the transfer of technology to less-developed countries; the rise of new economic powers in the Global South; and global economic governance.</p>
KRM 110	<p>Criminology (Fundamental criminology and violent crime) Module content: Part 1: <i>Fundamental criminology</i> Introduction to criminology, definition of crime, crime tendencies, classical and positivistic explanations of crime. Part 2: <i>Violent crime</i> A brief analysis of causes, consequences and mechanisms to prevent and reduce violent crime within a South African context. Define violent crime in terms of interpersonal violence, homicide, violent crimes within the criminal justice system and property-related violent crimes.</p>
KRM 210	<p>Criminology (Forensic criminalistics and Youth misbehaviour) Module content: Part 1: <i>Forensic criminalistics</i> Crime investigation; obtaining information through communication; post-mortem and serological examinations; fingerprints. Part 2: <i>Youth misbehaviour</i> Influence of the family; school and peer group; gang behaviour; use of drugs; theoretical explanations, as well as prevention and control of youth misbehaviour.</p>
MWT 210	<p>Social Work (Social work intervention: community, individual and groups) Module content: Part 1: <i>Social work intervention: Community</i> The mandate of community work and community development within the context of developmental social welfare in South Africa. Studying the process of community work and community development with specific focus on various community assessment approaches. Practice models, including roles and techniques. Part 2: <i>Social work intervention: Individual and group</i> A theoretical approach to working with individuals and groups in a multicultural context; communication skills and phases of the helping process</p>
MWT 454	<p>Social Development Module content: Overview of the context and nature of social welfare and social services in South Africa; practice realities and challenges; importance of partnerships. Emergence of social development against the background of socio-economic and political influences from a global, regional and national perspective. Social justice and change of structural forces of oppression, exclusion and disempowerment through social development. Impact of political economy and environmental challenges on social and funding policies, social development and social services. Relation between social and economic development.</p>

<p>OBS 114</p>	<p>Business Management Module content: Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit. Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).</p>
<p>REL 210</p>	<p>Religion Module content: Focus on religion Part 1: <i>Christianity</i> Jesus as founder of Christianity; Images of Jesus; current research on the „historical Jesus“; core issues in the debate on the „historical Jesus“. Capita selecta from themes like: New Testament Christianity; Christian history in survey; Christian missions; After the Industrial Revolution and the Enlightenment; Christianity in a secularist age; The rise of Third World Christianity. Part 2: <i>Traditional African religiosity</i> Primal religion and traditional African religion; Traditional life and world view. Key elements like: Concept of time; Concept of God; Ancestral cult; Power doctors, healers and cultic leadership; Ethics: Examples of African religion; San religion; Zulu religion; Shona religion.</p>
<p>REL 310</p>	<p>Reflecting on Religion Module content: Part 1: <i>Reflecting on religion</i> Theories about religion; Religion and ideology; Secularism; Uniqueness; Doctrinal issues, etc. Part 2: <i>Topical issues</i> The relationship between religion and various topical issues in society will be addressed, like: Religion and society; religion and gender; religion and economics; religion, politics and the state; religion and the environment, etc.</p>
<p>SOC 210</p>	<p>Sociology (Social change, development and globalisation, Households, family and gender) Module content: Part 1: <i>Social change, development and globalisation</i> The study of societal change and development is fundamental to sociological analysis. Moreover the contemporary process of globalisation at a world level impacts on the process of change. This section will review some classical and contemporary debates on issues such as progress, modernisation, development and underdevelopment, dependency, post-development and globalisation. Part 2: <i>Households, family and gender</i> This section focuses on theories and issues relevant to the understanding of gender, households and family life at a general level but with a particular emphasis on the Southern African context. This part will address issues such as poverty, survival strategies of rural and urban households, domestic violence and its effects on family life.</p>

STL 310	<p>Political Science (Political theory)</p> <p>Module content: A theoretical and normative study of political ideas. This includes the study of key political thinkers such as Plato, Thomas Hobbes and John Rawls as well as the contemporary manifestations of ideologies such as liberalism, socialism, conservatism and nationalism. This normative assessment of politics concludes with a critical evaluation of the development, nature and practical value of prominent democratic theories including participatory, legal, and deliberative democracy.</p>
SLK 210	<p>Psychology</p> <p>Module content: In this module human development from conception through adolescence to adulthood is discussed with reference to various psychological theories. Incorporated are the developmental changes related to cognitive, physical, emotional and social functioning of the individual and the context of work in adulthood. Traditional and contemporary theories of human development explaining and describing these stages are studied in order to address the key issues related to both childhood and adulthood.</p>
VKK 211	<p>Visual culture studies (Gender, sexuality and visual representation)</p> <p>Module content: Introduction to the representation of sex, gender and sexuality in visual culture. Gender theory and terminology related to feminism, masculinity studies and <i>lgbtq</i> theory (lesbian, bisexual, gay, transgendered, queer) are unpacked. Themes and issues in gender and identity politics such as male hero, the nude in late 19th-century art, the femme fatale, hysteria, androgyny and transsexuality are dealt with. Sexuality and gender issues across a range of visual cultural such as soaps, sitcoms, artworks, advertisements, fashion, music videos and films are addressed.</p>
VKK 222	<p>Visual culture studies (New media in visual culture)</p> <p>Module content: This module highlights and investigates emerging new media technologies by emphasising and critically analysing the cultural, political, rhetorical and aesthetic possibilities of these tools. New media is considered in terms of archiving, the digitisation and display of visual cultures, branding and dissemination of visual cultures. Theorists may include: McLuhan, Kellner and Manovich</p>