

Endorsed by:



**QUALIFICATION: CERTIFICATE IN SALES – BANKING SERVICES (SAQA I.D. 65170, NQF LEVEL 5)**  
**MODE OF DELIVERY: DISTANCE LEARNING**

**DESCRIPTION**

The general purpose of this Certificate programme is to produce graduates who have developed some of the particular skills and critical knowledge needed to function in a sales environment in the banking services industry.

The primary purpose of the Certificate in Sales: Banking Services is to equip graduates with the understanding, knowledge and skills needed to operate ethically and responsibly as personal and retail bankers able to respond to the challenges and changing nature of the sales environment in the banking services industry. The qualification will have value for the qualifying student by enhancing both personal and employment status and recognition.

The Certificate in Sales aims also to produce graduates who are competent and skilled in the essential principles of selling and relationship management for the banking services industry. The qualification enables students to acquire the skills, attitudes and values needed to operate responsibly in the banking sector. The knowledge gained through the Certificate programme equips students with a foundation on which to develop personally and intellectually. The outcomes are intended to encourage life-long learning.

**ADMISSION REQUIREMENTS**

A knowledge, comprehension and application of the English language at NQF level 4 (Grade 12 or equivalent level). In order to determine the curriculum for which a student may register, the Milpark Business School points system applies:

If you matriculated in 2007 or earlier			If you matriculated in 2008 or later	
Symbol	Higher Grade	Standard Grade	NSC Result	Points awarded
A	8	6	90-100%	8
B	7	5	80-89%	7
C	6	4	70-79%	6
D	5	3	60-69%	5
E	4	2	50-59%	4
F	3	1	40-49%	3
			30-39%	2
			0-29%	1
The points system applies to students who have a matriculation certificate: a student who achieves more than 13 points may be admitted to the Certificate in Sales: Banking Services.			Minimum 17 points on the points system: an achievement rating of 3 (40-49%) or better for two of the compulsory subjects and a rating of 2 (30-39%) or better for any other four subjects.	

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Applicants in possession of the National Certificate (Vocational) may be considered for admission to the programme provided that they achieved a minimum of 60% for all subjects with the exception of Mathematical Literacy which requires at least 70%. NC(V) applicants are advised to contact us for assistance as each applicant will be considered on his/ her own merit.

Foreign applicants whose first language is not English may be required to provide proof of proficiency in English to admission to the qualification.

RPL access: mature age applicants and applicants with non-South African school-leaving qualifications or previous tertiary education experience will be considered individually by the Director.

Foreign students who do not hold a South African matric certificate need to apply for matric verification with the South African Matriculation Board before entrance can be granted onto the certificate qualification.

### **CERTIFICATION**

On successful completion of the qualification, the student will receive a Certificate in Sales: Banking Services, NQF Level 5. This Certificate is conditionally accredited by the Council on Higher Education (CHE).

### **EXIT-LEVEL OUTCOMES**

On completion of the Certificate in Sales: Banking Services, the qualifying student should be equipped with foundational knowledge and practical skills required to perform effectively in a career in the field of sales within the banking services sector and have an appropriate knowledge base as preparation for further learning.

Specific exit-level outcomes include:

- Demonstrate an understanding of the selling process within the banking services sector and how the external environment affects this
- Demonstrate an understanding of how to make a sale by demonstrating capability with the product offering and matching this to the customers needs
- Understand how to set personal selling objectives and goals
- Demonstrate an understanding of customer service and how this impacts upon the sales process
- Demonstrate an understanding of how to manage and motivate a sales force
- Demonstrate an understanding of customer relationship management and the economic value for the organisation

### **PROGRAMME OUTLINE**

The qualification consists of the following modules:

#### **CORE**

- Selling Techniques for Bankers
- Sales and Service Management
- Customer Relationship Management

#### **FUNDAMENTAL**

- Sales Excellence in Banking

- Customer Service

#### **ELECTIVES (select one)**

- Principles of Marketing
- Bank Credit Principles
- Bank Deposits
- Retail 1 (for exemption purposes only)

In order to graduate with the Certificate, students must successfully complete five compulsory modules (fundamental and core) and one elective module.

#### **ASSESSMENT**

Students are required to submit an assignment for each module, which contributes 30% towards the final mark. Students will write a final, summative assessment at the end of each semester which contributes 70% towards the final mark. Students need to obtain a sub-minimum mark of 40% in the final summative assessment and an overall mark of at least 50% in order to pass a module.

#### **DURATION**

The qualification duration for distance learning students is a minimum of one year and a maximum of three years.

#### **FURTHER STUDIES**

A student who transfers to another certificate, diploma or degree programme offered by Milpark Business School may be given credit for relevant modules successfully completed towards the Certificate in Sales: Banking Services. A student who has completed certain modules in the Certificate in Sales: Banking Services at Milpark Business School and who wishes to transfer to another tertiary-level institution should be able to apply successfully for exemption from relevant modules on the basis of the modules that have been passed at Milpark Business School.

#### **ABOUT THE BUSINESS SCHOOL**

Milpark Business School offers a range of tertiary qualifications, conditionally accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers both distance-learning and contact-learning options, and workshops. The qualifications range from a Bachelor of Commerce in Banking Management and Certificate and Diploma programmes to an MBA.

#### **PRICING**

Course fees include study material and one assessment. Please contact one of our campuses for more information.

#### **DISCLAIMER**

The content of this brochure, accurate at time of going to print, is subject to change without notification because of legislation, market requirements or any other reason. Milpark Business School reserves the right to change the programme content without notice.