

**SKILLS PROGRAMME – STRESS MANAGEMENT**  
 as part of the  
**National Diploma in Marketing**

**INTRODUCTION**

Stress is part of everyday life in today's world of work. The employee's ability to successfully cope with this and manage stress effectively will to a large extent determine success in Business Environment of today.

**SPECIFIC OUTCOMES**

To promote the development of knowledge and skills as follows:

- Describe stress in personal life and work situations.
- Analyse the causes of stress in personal life and work situations.
- Describe typical reactions to stress.
- Apply strategies to manage stress in personal life and work situations.

**UNIT STANDARDS**

**Skills Program 4: Unwind ... Stress Management of the National Diploma in Marketing (NQF 5)**

ID	UNIT STANDARD TITLE	LEVEL	CREDITS
15096	Demonstrate an understanding of stress in order to apply strategies to achieve optimal stress levels in personal and work situations	Level 5	5
<b>TOTAL</b>			<b>5</b>

**CRITICAL CROSS-FIELD OUTCOMES**

**Identifying**

The learner is able to identify and solve problems and make decisions in designing a plan to maximise optimal stress levels and reduce negative stressors in personal life and work situations.

**Organizing**

The learner is able to organise and manage him/herself in recognising stressors in personal life and work situations and planning to maximise optimal stress levels in personal life and work situations.

**Collecting**

The learner is able to collect, organise and critically evaluate information in researching theories of stress.

**Demonstrating**

The learner is able to demonstrate an understanding of the world as a set of related systems by identifying the interrelationship of different stressors in case studies.