



SAQA ID 120745 NQF Level 7

© Qualification duration

Contact

Full-Time (Campus)

- Minimum: 3 years
- Maximum: 5 years

Part-Time (Online)

- Minimum: 5 years
- Maximum: 7 years

: Qualification description

Flexible learning. Limitless possibilities. The Bachelor of Arts (BA) degree prepares you for work in many disciplines and is an excellent foundation for a wide range of careers.

Our BA degree is a broad and flexible qualification rounded in the behavioural and social sciences. This degree aims to develop critical thinking and provide you with an in-depth understanding of human behaviour from different perspectives. As you progress to Year 3, you will learn how to apply theoretical knowledge gained throughout the duration of this degree to real-world contexts.

Because of our degree's unique emphasis on practical application, you will select, conduct and present a research project. In addition, by introducing you to research, we are preparing you for postgraduate studies, a unique offering of this undergraduate degree. This blended approach ensures that you graduate with essential work skills such as critical thinking and problem-solving, being innovative and adaptable to change, collaborating in teams and communicating effectively.

The success of our BA lies in its flexibility of subject choice, a curriculum that is relevant, Technology Enhanced Learning

(TEL) and smaller classes, as well as teaching staff with both industry and academic experience. We give you the opportunity to tailor your subject choice to specialise in an area that interests you the most.

Entry requirements

- South African National Senior Certificate (NSC) with Bachelor's degree pass. *
- Or National Certificate (Vocational) Level 4 issued by the Council of General and Further Education and Training with a Bachelor's degree pass.
- Or letter or certificate confirming an exemption from Universities South Africa (USAf) for any other school-leaving results.
- Or completion of a Bachelor's degree.
- Or completion of the relevant Foundation Programme along with a letter or certificate of exemption from Universities South Africa (USAf).
- Or completion of a relevant Higher Certificate.
- Or completion of the relevant Eduvos Access Programme.

AND

- * 25 Eduvos points or more.
- 50% or above for Grade 12 English or equivalent.

Qualification accreditation

- Accredited by the Higher Education Quality
 Committee (HEQC) of the Council on Higher
 Education (CHE).
- Registered with the South African Qualifications Authority (SAQA).

This qualification is offered at the following campuses:

- Bedfordview
- Bloemfontein
- Cape Town: Mowbray
- Cape Town: Tyger Valley
- DurbanEast London
- Mbombela Midrand
- Nelson Mandela Bay
- Potchefstroom
- Pretoria
- Vanderbijlpark





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& Qualification structure

Year 1

- Communication Science 1A & 1B
- Industrial Psychology 1A & 1B
- Linguistics 1A & 1B
- Media Studies 1A & 1B
- Political Science 1A & 1B
- Psychology 1A & 1B

Year 2

- Cultural Studies
- Developmental Psychology 2A & 2B
- Media Studies 2A & 2B
- Personalities Theory 2A & 2B
- Political Science 2A & 2B
- Positive Psychology
- Research Methodology

Year 3

- Abnormal Behaviour 3A & 3B
- Health and Community Psychology
- Individual Therapy
- Political Science 3A & 3B
- Research Project
- Social Psychology
- Elective: Assessment and Evaluation 3 or Neuropsychology

Possible career options

Put your creative and critical thinking skills to good use. Graduating with the BA degree can form a foundation for many careers as this degree helps students acquire a wide range of interpersonal skills, which can be used in various positions. Some positions would require further training as is common with most three-year degrees, while others draw on the skills developed throughout the BA degree. The Eduvos programme provides for two core disciplines, which will enable students to have more than one option for postgraduate studies.

The careers for you, as a BA graduate are varied and could include:

- Communications
- Lobby Work and Government
- Political Analysis and Commentary
- Research

In addition to the above, the BA degree offers students the first stepping stone to the journey of becoming a psychologist (counselling, clinical, educational research). After completion of a BA degree, students need to complete additional postgraduate programmes to enter these professions. Entry into postgraduate programmes is often limited due to strict selection processes.

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A Module descriptors

Year 1

Communication Science 1A

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication and the career opportunities for students of social sciences, creative arts, communications and humanities in general.

Communication Science 1B

The aim of this module is to introduce you to the foundations of communication studies, the contexts of communication, and the career opportunities for students of social sciences, creative arts, communications, and the humanities in general.

Industrial Psychology 1A

This module aims to provide you with an introductory knowledge scaffolding regarding the nature and practice of organisational psychology.

Work encompasses a large portion of a person's life (50 – 60 years on average). Therefore, it stands to reason that a vocation, irrespective of its nature, forms an intrinsic part of not only a person's day, but also their lives, personalities, psyches and, to a large degree, their self-concept. However, work is by no means a solitary activity, even when such is performed independently of others. The efforts, outputs or services affected by such have an impact on other workers/colleagues/employees. Therefore, any attempt to study people at work would need to occur on both a micro and a macro level. The study of people at work within the field of industrial/organisational psychology occurs on three levels, namely:

- Individual
- Group
- Organisation

It can certainly be argued that the study of human work behaviour and the symbiosis between such would further extend to the impact thereof on the nuclear family and larger community. The following questions are posed in efforts of study in industrial psychology:

- What motivates people to work?
- What makes a person a leader or follower at work?
- What makes some people invaluable at work while others are almost immediately dispensable?
- Why is it that some people find work to be intrinsically engaging while others seem to loathe their jobs?

Industrial Psychology 1B

We live in a technology-driven world, but we cannot deny the fact that humans are an integral part of every organisation. At the heart of the successful organisation lies the industrial psychologist who can offer insight into employee behaviour, management, growth and potential development.

This module aims to further explore concepts and themes relevant to the field of industrial/organisational psychology. The following questions are posed in exploring this module:

- What do I need to know when recruiting and selecting for a position?
- How does one ensure the best fit between the person and the job?
- How do adults learn, and how is learning and development applied in the workplace?
- Why does performance need to be measured and how can we best do this?
- How can I build my career and the careers of those who work for me?
- What kind of impact does health have in the workplace and how does the workplace impact our health?
- How can I maximise team performance and what dynamics are at play in teamwork?

Linguistics 1A

The aim of this module is to provide an understanding of core concepts in linguistics as well as the application of these concepts to practical contexts. At the end of this module, you, a linguist in the making, are expected to be equipped with the knowledge and skills needed to embark on the mastering of core topics in Linguistics 1B and to engage with other fields where language is a core matter.

Linguistics 1B

The aim of this module is to provide a deeper understanding of more complex ideas within linguistics and bringing in the effects of society on language – this will begin your academic knowledge of sociolinguistics. At the end of this module, you are expected to be equipped with the knowledge and skills needed to engage with linguistic theory in an interdisciplinary manner and discuss the topics in Linguistics 1B in-depth and to connect these topics to other relevant fields.

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A Module descriptors

Year 1

Media Studies 1A

The aim of this module is to provide you with understanding and skills relating to the fundamental concepts and principles that underpin the media representations on a first-year level.

Media Studies 1B

The aim of this module is to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations on a first-year level.

Political Science 1A

The aim of this module is to introduce you to the fundamental concepts and theories in the study of political science.

Political Science 1B

The aim of this module is to introduce you to the fundamental concepts and theories in the study of political science in regards to the branches of the government.

Psychology 1A

The aim of this module is to introduce you to the most relevant theoretical topics that are needed as a foundation for any further study in the area of psychology.

Psychology 1B

The aim of this module is to introduce you to the most relevant theoretical topics that are needed as a foundation for any further study in the area of psychology.





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A Module descriptors

Year 2

Cultural Studies

The aim of this module is to provide you with an informed understanding of the central perspectives related to the field of cultural studies, with particular focus placed on how power and influence is achieved and exerted in society.

Developmental Psychology 2A

The aim of this module is to provide you with a solid foundation of knowledge on relevant concepts and theories in developmental psychology in preparation for further learning. This includes multiple perspectives on the various stages of human development from the prenatal to adolescent phase regarding physical, socioemotional and cognitive aspects, as well as an understanding of the potential influence thereof on the individual within his/her specific environment.

Developmental Psychology 2B

The aim of this module is to provide you with a solid foundation of knowledge on relevant concepts and theories in developmental psychology in preparation for further learning. This includes multiple perspectives on the various stages of human development from the early adulthood to late adulthood phase regarding physical, socioemotional and cognitive aspects, as well as an understanding of the potential influence thereof on the individual within his/her specific environment. This module will also focus on death, dying and grieving.

Media Studies 2B

This module aims to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations at a second-year level.

Media Studies 2A

This module aims to provide you with the understanding and skills relating to the fundamental concepts and principles that underpin the media representations at a second-year level.

Personalities Theory 2A

The aim of this module is to introduce you to theories related to the study of personality in psychology, equipping you with the key terms and concepts related to personality as well as a historical basis of studies of personality psychology. The module content also covers individual theories in studying personality, collectively referred to as depth psychology. The module is foundational and is offered in preparation for further studies in psychology.

Personalities Theory 2B

The aim of this module is to build on the foundation laid in Block 3, which introduced you to theories related to the study of personality in psychology, expanding your understanding of perspectives, key terms and concepts related to personality. The module content covers selected chapters from Part 3 (Behavioural and Learning Perspectives), Part 4 (Person-Oriented Approaches) and Part 5 (Socially Contextualised Perspectives). This module is foundational and is offered in preparation for further studies in psychology.

Political Science 2A

This module aims to provide you with the understanding and skills relevant to the fundamental theory of political science, with a specific focus on the international political economy (IPE).

Political Science 2B

This module aims to provide you with an understanding of, and the skills relative to, the fundamental theory of political science, with a specific focus on the international political economy (IPE).

Positive Psychology

The aim of this module is to introduce you to the study of positive psychology. Specifically, a distinction is made between traditional diagnosis of pathology and the new strengths-based approach, which focuses on distinctive traits and states that allow human beings to thrive, be resilient and find joy in their daily existence. The subject also introduces you to concepts such as emotional intelligence, fostering positive relationships and enabling positive change.

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Year 2

Research Methodology

The aim of this module is to provide students with the understanding and the ability to describe the research process and the different methodologies that are part of the process.





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A Module descriptors

Year 3

Abnormal Behaviour 3A

The aim of this module is to provide a critical overview of psychopathology from a variety of perspectives, namely theoretical, cultural and treatment perspectives. The module will demonstrate how psychological disorders are rooted in multiple factors such as biology, psychology, culture, society, family and politics.

Abnormal Behaviour 3B

The aim of this module is to provide a critical overview of psychopathology from a variety of perspectives, namely theoretical, cultural and treatment perspectives. The module will demonstrate how psychological disorders are rooted in multiple factors such as biology, psychology, culture, society, family and politics.

Assessment and Evaluation 3

The aim of this module is to introduce you to psychometric theory, test construction, ethical considerations and the types of assessments used to test various domains in psychological functioning. By learning about the important theoretical and psychometric principles, you will be able to evaluate the instruments and techniques used in testing and assessment. Additionally, the intention of this course is to prepare you for more advanced studies in psychometric measurement and test design.

Health and Community Psychology

The aim of this module is to help you gain the necessary knowledge and understanding to work with community groups and projects. You are encouraged to identify the means to facilitate communities in assisting, enhancing and developing themselves while dealing with challenges, such as poverty and limited resources.

Individual Therapy

The aim of this module is to equip you with a working knowledge of some of the most dominant systems of psychotherapy that currently inform and influence thinking in the discipline of psychology. In addition to providing a solid grounding in the major theoretical paradigms, the module will endeavour to expose you to the ways in which these theoretical systems might be applied in practice.

Neuropsychology

Neuropsychology is an essential sub-discipline within psychology as it focuses on the physiological and neurobiological processes that form the foundation for all human behaviour. An understanding of the neuropsychological component will assist in greater insight into the holistic functioning of individuals. Students will be introduced to the way in which the nervous system functions, the neural bases of specific functional systems, such as language, memory and executive function, in addition to gaining insight into brain development and generalised cognitive disorders.

The module provides students with knowledge of what neuropsychology and neuropsychological practice is and which areas of psychological practice can be informed by neuropsychology. It furthermore informs students of various neurodegenerative and neurological disorders and difficulties, their psychological effects and the link with psychological intervention.

Political Science 3A

The aim of this module is to provide you with the understanding, insight and skills relevant to the study of international relations. The module provides insight into the relations among states within the international system and issues dominating international politics.

Political Science 3B

The aim of this module is to provide you with the understanding, insight and skills related to the study of international relations. The module provides insight into the relations among states within the international system and issues dominating international politics.

Social Psychology

The aim of this module is to provide a detailed understanding of the field of social psychology, examining the attitudes, beliefs and behaviours of both individuals and groups. In addition, the module explores the scientific methods that provide an understanding of how individuals and groups may be influenced. Social psychology also provides an opportunity for you to engage in critical thinking regarding human behaviour, to engage with the outcomes of social research and to create arguments based on this knowledge as applicable to a variety of contexts.

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Year 3

Research Project

The overarching aim of this module is to guide you, as final-year students enrolled across various disciplines, through the process of producing an independently generated research project. By implementing a dual programme of teaching and supervision, this module seeks to equip you with the requisite knowledge and skills that will enable you to successfully conceptualise, formulate, design and implement research for the purpose of generating new knowledge.