



# Bachelor of Arts (Industrial Psychology and Linguistics)

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 possible 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 and complete Work Integrated Learning (WIL) in Year 3. 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
- Durban
- East London
- Mbombela
- Midrand
- Nelson Mandela Bay
- Potchefstroom
- Pretoria
- Vanderbijlpark



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## Qualification structure

### Year 1

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

### Year 2

- Communication Science 2A & 2B
- Cultural Studies
- English Literature Studies 2A & 2B
- Industrial Psychology 2A & 2B
- Linguistics 2A & 2B
- Personalities Theory 2A & 2B
- Research Methodology
- Optional: Positive Psychology

### Year 3

- Counselling and Therapy Skills
- Entrepreneurship in Humanities
- Group Dynamics
- Linguistics 3A & 3B
- Organisational Assessment and Evaluation
- Research Project
- Statistical Research Methods in Social Science
- Work Integrated Learning (BA)

## 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 put to use 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
- Human Resources
- Research

The BA degree generally acts as a steppingstone for further study that will allow students to pursue a range of possible careers depending on their major.

These can include: communications, research, editing and content development, education, human resources and industrial psychology.



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## 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.

#### **English Literature Studies 1A**

The aim of this module is to introduce you to a variety of literary ways of looking, thinking and writing about the world. Emphasis is placed on the inherent relationship between texts and the contexts in which they were written. The context encompasses social, political, economic, religious and cultural characteristics of a specific historical period. This module aims to enable you to see the link between texts and their contexts and to be able to analyse – in short and long writing pieces – what the texts reveal about these contexts.

#### **English Literature Studies 1B**

The aim of this module is to introduce you to a variety of literary ways of looking, thinking and writing about the world. Emphasis is placed on the inherent relationship between texts and the contexts in which they were written. The context encompasses social, political, economic, religious, and cultural characteristics of a specific historical period. This module aims to enable you to see the link between texts and their contexts and to be able to analyse – in short and long writing pieces – what the texts reveal about these contexts.

#### **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 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 psychology.

#### **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?



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### Year 1

#### **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.

#### **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 regard to the branches of the government.



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## Module descriptors

### Year 2

#### **Communication Science 2A**

The aim of this module is to develop your awareness and understanding of communication within organisations. The extent to which communication methods and communication networks affect organisations will be probed, as well as how to deal with conflict within the organisational environment.

#### **Communication Science 2B**

The aim of this module is to develop your awareness and understanding of communication within organisations.

#### **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.

#### **English Literature Studies 2A**

The aim of this module is to examine primary theoretical issues relevant to literature from the 15th to 21st centuries while broadening a historical perspective of these texts in their contexts.

#### **English Literature Studies 2B**

The aim of this module is to continue examining primary theoretical issues relevant to literature from the 15th to 21st centuries while broadening a historical perspective of these texts in their contexts. The focus for this section is on texts from the mid-19th century to the 21st century.

#### **Industrial Psychology 2A**

The aim of this module is to aid the understanding, planning, supporting and managing of career development in the contemporary world of work. Upon completing the module, you should understand the processes, models and techniques utilised in assisting individuals with career choice and planning at an individual and organisational level. The objective of the module is to provide you with insights into the meaning of work for individuals and how such meaning affects the nature and process of career choice and planning, while accounting for the dynamic interaction between macro and micro environmental factors.

#### **Industrial Psychology 2B**

The modern workplace is contextualised by a variety of environmental, systemic, people, product, market and a host of interrelated challenges, owing to the onset of globalisation, information technology and constant changes in technology. As a consequence, organisational leadership and management must respond to such rapid change by being the agents of development and innovation with regard to the various organisational structures that ensure that their organisations remain profitable, competitive and innovative within the marketplace. More importantly, it is the personnel of an organisation that play a major role in the success (or failure) of organisation development initiatives.

This module aims to introduce you to the philosophy of organisational development within the modern organisational perspective, and how to equip management and leadership of an organisation to cope with the rapid onslaught of change, while promoting its capacity for flexibility, adaptability, innovation and resilience. Of particular interest will be the introduction to, and extrapolation of, the processes and skills required to identify and diagnose problems within the organisation that require the implementation of change. Furthermore, this module aims to provide contextualisation regarding the ever-changing environmental forces that confront the personnel of an organisation as well as to provide a foundation of knowledge and skills to you, the budding organisational development practitioner, thereby aiding your further, and more specialised, studies within this field.

#### **Linguistics 2A**

This module aims to provide an understanding of the core concepts in linguistics as well as the application of these concepts to practical contexts. At the end of this module, you, as a potential educator, therapist, journalist or communication specialist in-the-making, are expected to be equipped with the knowledge and skills needed to embark on an interdisciplinary engagement where language is a core matter.



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### Year 2

#### **Linguistics 2B**

This module aims to provide an understanding of the core concepts in linguistics, as well as the application of these concepts to practical contexts. At the end of this module, you, as a potential educator, therapist, journalist, or communication specialist in-the-making, are expected to be equipped with the knowledge and skills needed to embark on an interdisciplinary engagement where language is a core matter.

#### **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.

#### **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.

#### **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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### Year 3

#### **Counselling and Therapy Skills**

This module aims to provide students with a basic, introductory understanding of the fundamental skills related to counselling. The objective is to provide an entrance into the field of providing psychological help to those in need and thereby introducing students to the pertinent information, process and procedures contained within counselling work in order to encourage and stimulate further interest and study.

#### **Entrepreneurship in Humanities**

The aim of the Humanities Entrepreneurial module is to empower students with the essential knowledge, skills, and mindset to initiate, develop, and sustain entrepreneurial ventures rooted in humanities. This involves integrating principles from both the humanities and business domains, illustrating how critical thinking, effective communication, and cultural awareness can drive entrepreneurial success. Through practical instruction, students will gain proficiency in key entrepreneurial practices such as business planning, market analysis, financial management, and networking. Moreover, the module aims to cultivate a spirit of lifelong learning, enabling students to navigate changing market landscapes, emerging technologies, and evolving societal demands with agility and adaptability.

#### **Group Dynamics**

Group Dynamics is dedicated to the study of all aspects of human groups. In this module, we seek to answer questions such as:

- Why do groups form?
- Why do people join groups?
- How do groups come to change over time?
- What makes a high-performance group?

When we seek the answers to these questions, we start to learn about the processes that are part of the interaction of dynamic groups and gain a greater understanding of the reasons as to why people think, feel and behave in a particular manner. Indeed, when such questions are considered, we learn that the study of human behaviour is contextual and thus requires consideration of the groups from which such behaviour stems.

Therefore, Group Dynamics, on a practical level, aims to understand the nature of groups, with particular emphasis on the formation of work groups and the direct impact that such will have on the competitiveness, creativity and productivity of the modern workplace. An integral component of the formation of organisational culture is related to the groups that form and the norms and values that such bring to the workplace. When we understand groups, we have a better understanding of why societal problems such as racism, sexism and interpersonal conflict occur, and, as such, are better equipped to enable both wide-ranging societal change and more micro-based cultural change within the workplace.

#### **Linguistics 3A**

The aim of this module is to examine texts from a variety of time periods and certain theoretical contexts relevant to them. These will include the close comparison of several of these texts. It will extend the theoretical issues covered in first- and second-year English Literature Studies and broaden the historical perspectives of them.

#### **Linguistics 3B**

The aim of this module is to introduce you to key Modernist and Postmodernist works and some of the central critical topics of these literary movements, using a variety of critical and theoretical approaches.



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### Year 3

#### **Organisational Assessment and Evaluation**

The aim of this module is to identify, analyse and adapt to the drastic changes in the last 25 years seen within the world of work. The most paramount of these changes being the fact that a career is no longer a linear path of progression. Rather, careers have taken on a far more protean, cyclical nature, with workers now having an average of 10 different vocations in their lifetime.

Owing to such change, it has become paramount that organisations, managers and human resource practitioners become acquainted with the changing nature of careers and career paths. The simple truth is that employees now experience less job security and more ambiguity in terms of career management and progression. Linked to the relative increase in job insecurity is the sudden increase in workforce diversity, working couples and less career plateauing. In accordance with such change, it is vital to engage in a study of the psychology of careers such that individuals and organisations can engage in effective career planning and progression activities that strike a balance between worker and organisational needs.

This module introduces you to the nature and practice of psychological assessment in the organisational context. Specifically, the module focuses on an introduction to fairness in assessment, the fundamentals of psychological assessment, the law and assessment in South Africa, the statistical underpinnings of assessment and the various forms and purposes of psychological assessment.

This module particularly aims to introduce you to the world of psychometrics; that is, the scientific and systematic method of psychological assessment development, norming, standardisation and application. Furthermore, this module aims to provide you with knowledge and perspective in regard to the process of gathering human data by means of psychometric assessments, and how such data is converted into meaningful information used to make decisions within the modern organisational context.

#### **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.

#### **Statistical Research Methods in Social Science**

The aim of this module is to develop your understanding of the basic principles of psychological research design and analysis. By the end of this module, you should be able to understand, interpret and apply fundamental descriptive and inferential statistical methods used in social science.

#### **Work Integrated Learning (BA)**

The aim is to ensure that students develop the ability to integrate their learning through a combination of academic and work-related activities.

NB: Each student will secure her / his own place to do WIL programme within the students' area of specialisation.