



# Bachelor of Business Administration

SAQA ID 120744 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

Looking to shatter glass ceilings? The multidisciplinary nature of this degree prepares you for work in many areas of business and is an excellent foundation for careers in commerce, marketing and human resource management.

This qualification is broad and comprehensive. It provides you with a sound understanding of, and skills in, administering and managing a business in any sector. You will cover core modules such as Business Management, Economics, Project Management, Business Ethics, Business Law and Financial Management. You will also cover subject areas such as Business English and Computer Skills, as well as a choice of specialist elective groups with major subjects.

Because of our degree's unique emphasis on application, you will select, conduct and present a research project and complete Work Integrated Learning (WIL) projects. The success of our Bachelor of Business Administration lies in its flexibility of subject choice, a curriculum that is relevant and ahead of trends, our Technology Enhance Learning (TEL) environment and a teaching staff with both business and academic experience.

By introducing you to research, we are also preparing you for honours studies, a unique offering in undergraduate degrees. This blended approach ensures that you graduate with essential work skills such as critical thinking, being innovative and adaptable to change, effective problem solving, working to deadlines, collaborating in team situations and communicating effectively.

## ✅ 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.



## Possible career options

- Does the prospect of managing a business inspire you?
- The career choices for you, as a Bachelor of Business Administration graduate, are varied and employment options include:
- Business Administration
- Business Consulting
- Entrepreneurship
- Management



## 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:

- Midrand



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Qualification structure

### Year 1

First-year-level subjects are aimed at introducing students to the basic principles in the field of Business.

- Business English
- Business Law
- Business Management 1A & 1B
- Computer Skills
- Economics 1A & 1B
- Quantitative Techniques
- Majors - Choose 2
  - Human Resource Management 1 & Employment Relations 1
  - Marketing 1& Consumer Behaviour
  - Financial Accounting 1A & 1B

### Year 2

Second-year-level subjects are built on the foundation developed through the first-year subjects, and students develop an intermediate level of knowledge in the field of Business.

- Business Management 2A & 2B
- Data Analytics
- Human Resource Information Systems\*
- Research Methodology
- Project Management
- Majors - Choose 2
- Human Resource Management 2A & 2B
- Marketing 2A & 2B
- Management Accounting 2A & 2B

\*Students who pass the Human Resource Information Systems exams with 75%+ will receive a Sage payroll certificate.

### Year 3

Third-year subjects are designed to help students develop an advanced level of knowledge in the field of business administration.

- Business Ethics
- Business Management 3A & 3B
- Research Data Collection and Analysis
- Research Design
- Research Final Project
- Research Literature Review
- Work Integrated Learning (Commerce)
- Majors - Choose 2
- Financial Management 3A & 3B



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Module descriptors

### Year 1

#### **Business English**

The aim of this module is to provide students with an understanding and practical knowledge of the business communication skills essential to any business venture.

#### **Business Law**

Welcome to business law! This module will introduce you to the study of law generally and it will provide you with an overview of the South African legal framework. This will include the sources, classification and structure of the South African legal system. Beyond the introduction to South African law, this business law module will focus on the legal underpinnings of business as informed by the law of contract. You will soon come to realise that without contracts, conducting business would be difficult if not impossible. Principles of business law are widely used in commercial business transactions, employment, sports and so forth. They are also used in our daily interactions with taxi drivers, shopkeepers, bank tellers, mobile phone providers and even used at the gym. Business contracts differ greatly in form, substance and content, and there are different types of contracts for different industries in the workplace. We appreciate that law is not one of your majors and as such we will not expect you to become legal experts after taking this course. What we do expect however, is that you will gain valuable insight into the way the law of contract operates and how it impacts business and marketing activities.

#### **Business Management 1A**

This module introduces students to the fundamentals of business and key management practices in an organisation, including enterprises. The concept of business management refers to those activities that a manager in a business needs to undertake to operate the enterprise successfully, ranging from the business plan to the managing of resources and people. The module provides students with essential information and skills to understand and engage in management activities and business operations.

#### **Business Management 1B**

The aim of this module is to familiarise students with the fundamentals of human resource management, marketing, public relations, financial management, operations management, purchasing and provide information on how to develop a global business strategy.

#### **Consumer Behaviour**

The aim of this module is to provide students with a better understanding of internal and external sources' influence on a consumer's behaviour when they are searching, buying and disposing of products and services.

#### **Computer Skills**

The aim of this module is to provide practical use of computer applications to create, manage and format data by developing word-processing, spreadsheet and presentation skills in a Windows Operating System (OS) environment.

#### **Economics 1A**

The primary aim of Economics 1A, which is an introductory module to Microeconomics, is to develop the competency of students to demonstrate analytical skills in different fields of basic economic principles. The module provides a framework within which the student can develop a critical understanding of the workings of a market economy and the way in which it affects individuals and institutions operating within such a system.

#### **Economics 1B**

This module introduces students to Macroeconomics, which is a sub-field of Economics. Economics is essentially the study of scarce resources at the national level and at the level of business. As a field of study, macroeconomics focuses on economics at the national level and related matters, such as economic development, the state of a country's economy, gross domestic product (GDP), fiscal and monetary policy, the role of government in the economy, economic objectives, global economic issues and economic growth factors.

#### **Financial Accounting 1A**

The aim of this module is to introduce the student to the concepts, principles and procedures of accounting.

#### **Financial Accounting 1B**

The aim of this module is to introduce the student to the concepts, principles, and procedures of accounting.



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Module descriptors

### Year 1

#### **Employment Relations 1**

This module is aimed at providing the student with an overview of the principles and practice in the field of Employment Relations in South Africa today.

#### **Human Resource Management**

The aim of this module is for students to demonstrate an understanding of Human Resources Management (HRM) and the ability to implement HRM in the business environment.

#### **Marketing 1**

The aim of this module is to provide the student with an understanding of the fundamental concepts and principles that underpin the marketing process and the necessary marketing skills.

#### **Quantitative Techniques**

The aim of this module is to introduce the students to statistical techniques and experimental design as these are applied to commercial problems.



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Module descriptors

### Year 2

#### **Business Management 2A**

The aim of this module is to provide you with theoretical and practical understanding of the entrepreneurial process, which is divided into four parts: deciding to become an entrepreneur, developing successful business ideas, moving from an idea to an entrepreneurial firm, and managing and growing an entrepreneurial firm.

#### **Business Management 2B**

The aim of this module is to provide students with a theoretical and practical understanding of general management principles.

#### **Data Analytics**

The aim of this module is to equip students with the essential knowledge and practical skills required to analyse and visualize data effectively using Microsoft Power BI. By the end of this module, students will be able to leverage Power BI to derive meaningful insights from commerce-related datasets and make data-driven decisions.

#### **Human Resource Information Systems**

The aim of this module is to teach the basics of computerised payroll and human resource systems.

#### **Human Resource Management 2A**

The aim of this module is to cover the basic functions of Human Resource Management.

#### **Human Resource Management 2B**

The aim of this module is to cover Organisational Behaviour (OB), a field of study that investigates the impact that individuals, groups, and structure have on behaviour within an organisation, then applies that knowledge to make organisations work more effectively.

#### **Marketing 2A**

The aim of this module is to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

#### **Marketing 2B**

This module aims to provide students with an applied understanding of the concepts and principles that underpin the marketing process.

#### **Management Accounting 2A**

The aim of this module is to provide students with an understanding of the techniques, principles and underlying concepts relating to the provision and use of financial information in organisational decision-making, planning and control.

#### **Management Accounting 2B**

The aim of this module is to provide students with an understanding of the techniques, principles and underlying concepts relating to the provision and use of financial information in organisational decision-making, planning and control.

#### **Project Management**

The aim of this module is to provide undergraduate students with the foundational knowledge and principles of project management in an organisational context. Given that project management is being embraced by so many organisations, the aim of the module is to provide students with a meaningful understanding of projects, why it is important to have projects within an organisational context, and why project management is viewed as a strategic competence that is directly tied to an organisation's competitive advantage.

#### **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.



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Module descriptors

### Year 3

#### **Business Ethics**

The aim of this module is to provide students with a thorough knowledge of basic ethical theories, decision-making techniques, and some of the more prevalent ethical issues facing entrepreneurs in the contemporary business environment.

#### **Business Management 3A**

The aim of this module is to provide students with theoretical and practical understanding of the strategic management process, which is divided into three stages: strategy formulation, implementation, and evaluation. The module will unpack this process.

#### **Business Management 3B**

The aim of this module is to provide students with a theoretical and practical understanding of the change-management process. Various approaches, metaphors, and models of change will be unpacked in this module.

#### **Financial Management 3A**

The aim of this module is to provide students with an understanding of how firms acquire resources and allocate them among potential activities and projects.

#### **Financial Management 3B**

The aim of this module is to provide students with an understanding of how firms acquire resources and allocate them among potential activities and projects.

#### **Human Resource Management 3A**

This module is designed to cover all aspects of remuneration management as part of the Human Resource Management function, to enable a better understanding of the dynamics of remuneration management.

#### **Human Resource Management 3B**

The purpose of this module is to equip the student with the knowledge and skills needed to gain a competitive advantage by managing human-resource-related issues (for example, flexible patterns of work, competitive advantage, intellectual capital, total quality management, leadership, Strategic Human Resource Management (SHRM), the future role of human resource management, etc.) effectively.

#### **Product and Promotion Management 3**

This module aims to provide students with a theoretical and practical understanding of product strategy and management in a marketing context. This module further aims to provide students with the skills and knowledge to be able to apply the theory learnt in product and promotion management to real-life case studies as applies to the content of the different chapters.

#### **Research Data Collection and Analysis**

As a continuation of Research Literature Review and Research Design combined, this module aims to provide guidance to students as they embark on their research project, focusing on the development of ethical research data collection skills. Engaging in this hands-on experience will empower students with valuable research capabilities applicable to both their academic journey and future professional endeavours.

#### **Research Design**

As a continuation from Research Literature Review, the aim of this module is to guide students in expanding their research experience and refining their proposal-writing skills to encompass meticulously planned methodologies. Furthermore, it equips students with the knowledge and procedures necessary to secure ethical approval for the execution of their research projects.

#### **Research Final Project**

As a culmination of Research Literature Review, Research Design, and Research Data Collection and Analysis, this module is designed to guide students in effectively completing a research project, focusing on the crucial aspects of analysis and reporting. By the end of this module, students will have acquired indispensable research skills that can be applied in both academic and professional settings.

#### **Research Literature Review**

The aim of this module is to guide students towards comprehending the beginning phases of the research process, starting with the selection a topic through to generating a literature review. This plays a crucial role in developing students' research skills and critical thinking abilities. It serves as an essential foundation in a student's journey toward becoming a skilled researcher and scholar.



# Bachelor of Business Administration

SAQA ID 120744 NQF Level 7

## Module descriptors

### Year 3

#### **Strategic Marketing**

This module aims to provide students with the knowledge and ability to implement a strategic marketing plan. The strategic marketing plan starts with students conducting a detailed internal and external analysis to be able to identify strengths, weaknesses, opportunities, and threats. This module further aims to provide students with the practical knowledge of how to develop objectives and creative strategies based on the information from the internal and external analysis. Students also need to be able to measure and track results.

#### **Work Integrated Learning (Commerce)**

The aim of this module is to provide students with the opportunity to apply and incorporate the skills and knowledge learnt in the various modules in an integrated project. An integrated assignment, to be completed individually, will be expected in each block. These completed tasks will form part of a presentation which will form part of the summative assessment.

This module will equip students with valuable soft skills that are essential in their career growth and in the workplace itself. Students are encouraged to research relevant topics to gain a better understanding of this exciting field. Students will identify inherent transferable skills and be able to apply these in different scenarios. Lastly, students will review their own learning experience and monitor their growth over a period.

On completion of this module, students will be able to identify and use a range of skills, understand the dynamics of team and group work, be able to analyse and identify problems and provide feasible solutions, as well as monitor and evaluate their own learning experience.