

# **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Preparing Future-Focused Business Leaders



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# START BUILDING YOUR FUTURE IN BUSINESS

**Lead with Confidence. Shape the Future of Organisations**

Businesses in South Africa and across the world require professionals who can understand markets, manage teams, make strategic decisions, and contribute to sustainable growth. Companies are transforming rapidly, and industries need professionals who can respond to change with strong managerial capability and sound judgement.

The Regenesys Bachelor of Business Administration prepares you for this journey. This three-year undergraduate degree provides a strong foundation in management, leadership, marketing, finance, human resources, and digital business. It equips you with the understanding and practical ability needed to thrive in private companies, public institutions, start-ups, and entrepreneurial ventures.

Since 1998, Regenesys has supported students from more than 180 countries. As part of the Regenesys Business School, you will join a learning community dedicated to excellence, innovation, and responsible leadership.

This programme does more than teach business principles – it develops future-focused leaders.



# A MESSAGE FROM THE CHAIRPERSON

**I am delighted to welcome you to Regenesys**

The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams.

At Regenesys, you will not just gain a deep understanding of business principles - you will grow as a professional and become part of a vibrant, diverse community of hundreds of thousands of alumni and industry leaders across the globe. Our network is your gateway to countless opportunities.

Regenesys is a global education institution delivering cutting-edge online and contact learning programmes. Over the past 25 years, Regenesys has educated more than 500,000 students from over 180 countries.

Our alumni occupy top leadership positions in multinational corporations and government institutions worldwide. They form an influential alumni network that supports members through collaboration, mentorship, and global business opportunities.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world.

**I wish you success on your journey towards greatness.**

**- Dr Marko Saravanja**  
Founder & Chairperson,  
Regenesys Education



# WHY STUDY THE BACHELOR OF BUSINESS ADMINISTRATION (BBA)?

**Build Expertise. Lead Teams. Grow Organisations.**

A business career is dynamic and full of opportunity. The Bachelor of Business Administration develops your managerial capability, strategic thinking, and operational understanding, allowing you to contribute meaningfully to organisations across sectors and industries.

## ► **Business Management Capability:**

Understand how organisations operate and compete.

## ► **Strategic Decision-Making:**

Learn to analyse markets and create solutions that support business growth.

## ► **Financial and Analytical Skills:**

Develop the ability to interpret financial data and support business planning.

## ► **Leadership Development**

Build strong interpersonal, communication, and supervisory skills.

## ► **Career Mobility:**

Work in corporate management, entrepreneurship, consulting, banking, retail, technology, and more.

This programme prepares you to succeed in both established and emerging business environments.



# ACCREDITATION & RECOGNITION

## A Qualification You Can Trust

Choosing Regenesys for the Bachelor of Business Administration provides a qualification built on recognised academic standards and institutional credibility. The programme is fully accredited, respected by employers, and aligned with South Africa's higher education requirements. This ensures that your degree supports real career opportunities, further study options, and long-term professional growth in the business sector.



Regenesys Education is registered with the **Department of Higher Education and Training (DHET)** under the Higher Education Act, No. 101 of 1997, Registration Number: **2000/HE07/023**.



The Bachelor of Business Administration is accredited by the **Council on Higher Education (CHE)**.



The qualification is registered on the **National Qualifications Framework (NQF)** by the **South African Qualifications Authority**.



# WHAT MAKES THE REGENESYS BBA UNIQUE?

## A Qualification That Builds Modern Business Leaders

The Regenesys Bachelor of Business Administration provides a structured foundation in management and organisational performance while developing leadership capability suited to the fast-changing business environment. The programme strengthens your understanding of how organisations operate, prepares you to think critically, make informed decisions, and supports your contribution to growth across diverse industries.

### Key Highlights:



#### Recognised Qualification

Nationally recognised NQF Level 7 degree.

#### Business Decision-Making

Strengthens your ability to analyse situations, solve problems, and guide organisational performance.



#### Applied Learning

Integration of real business case studies and practical projects.



### Expert Faculty

Guidance from experienced academics and industry professionals.

### Flexible Study Modes

Available online or through contact learning.



### Future-Focused Curriculum

Includes change management, entrepreneurship, and innovation.

This programme shapes professionals who can contribute responsibly and effectively in the workplace.

# The Regenesys BBA Experience

## A Learning Journey That Encourages Growth

Your experience during the Regenesys BBA goes beyond classroom study. You will develop analytical skills, leadership qualities, and practical business understanding through interactive, collaborative learning.

### APPLIED LEARNING

Work with real business scenarios and case studies.

### HOLISTIC DEVELOPMENT

Strengthen self-awareness, problem-solving, and interpersonal communication.

### COLLABORATIVE ENVIRONMENT

Engage with students from South Africa and abroad.

### SUPPORTIVE FACULTY

Receive guidance from experienced lecturers and industry professionals.

### FUTURE-ORIENTED PREPARATION

Build skills for marketing, human resources, finance, operations, and entrepreneurship.

### GROWING ALUMNI NETWORK

Connect with graduates who have advanced into leadership roles around the world.



# PROGRAMME STRUCTURE

## Prepare for a Versatile Business Career

The Bachelor of Business Administration is a three-year undergraduate qualification at **NQF Level 7 comprising 365 credits. The SAQA ID of this programme is 121388.** It provides a comprehensive grounding in business principles, preparing students for professional roles and further study opportunities.

**Study Mode:**  
Online and Contact

**Intakes:**  
February, March, July, October



## CORE MODULES Year 1

| Modules                       | Credits |
|-------------------------------|---------|
| Economics 1                   | 20      |
| Financial Management 1        | 20      |
| Human Resource Management 1   | 20      |
| Marketing Management 1        | 20      |
| Foundational Personal Mastery | 5       |
| Project Management 1          | 20      |
| Strategic Management 1        | 20      |

## Year 2

| Modules                     | Credits |
|-----------------------------|---------|
| Economics 2                 | 20      |
| Financial Management 2      | 20      |
| Human Resource Management 2 | 20      |
| Marketing Management 2      | 20      |
| Project Management 2        | 20      |
| Strategic Management 2      | 20      |

## Year 3

| Modules                | Credits |
|------------------------|---------|
| Business Law           | 20      |
| Research Methodology   | 20      |
| Strategic Management 3 | 30      |

## Year 3 (Choose 2)

| Majors (Select Any 1)                    |         |
|------------------------------------------|---------|
| Modules                                  | Credits |
| Economics 3                              | 30      |
| Financial Management 3                   | 30      |
| Human Resource Management 3              | 30      |
| Marketing Management 3                   | 30      |
| Project Management 3                     | 30      |
| Electives ( Select Any 1)                |         |
| Modules                                  | Credits |
| Change Management                        | 20      |
| Information and Communication Technology | 20      |
| Negotiation and Conflict Management      | 20      |
| Quality and Customer Services Management | 20      |

# STUDY MODES AT REGENESYS

## Education Structured to Match Your Aspirations

Regenesys offers flexible study options designed to support the needs of school-leavers, working professionals, and international students. Whether you prefer an in-person learning community or the freedom of online study, the BBA programme accommodates your circumstances without compromising academic quality.

### Contact Mode (Sandton Campus)

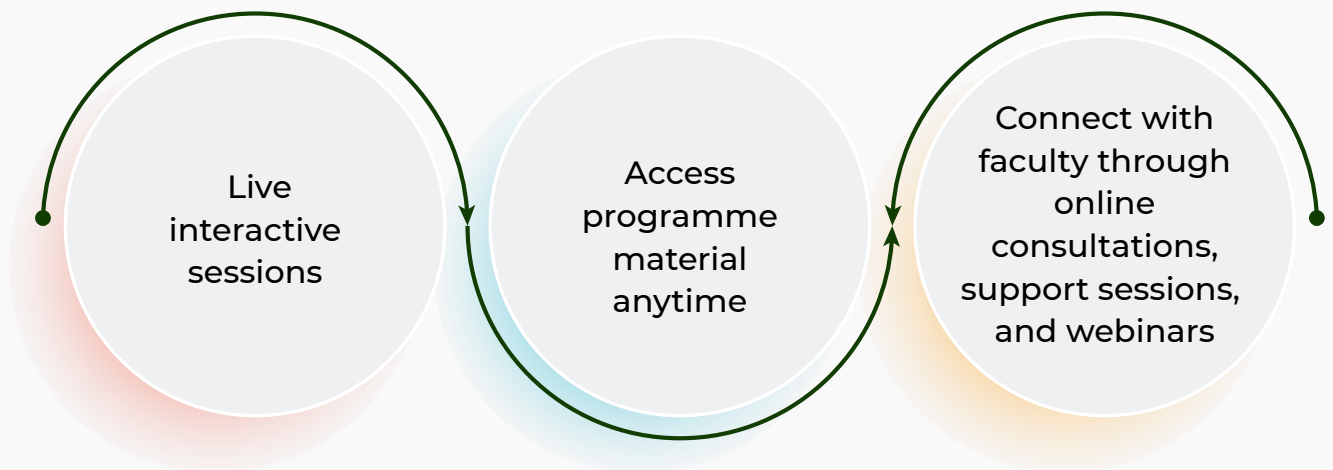
Experience in-person learning at our centrally located campus, where students benefit from structured classes, academic support, and opportunities to engage with faculty.

- ▶ **Interactive classroom learning**
- ▶ **Networking with lecturers, business professionals, and peer**
- ▶ **Access to campus facilities, including RegCafe, library, and gymnasium**



## Online Mode (Global Access):

Study from anywhere through our digital learning platform, which provides structured support, interactive sessions, and consistent access to course materials for flexible learning.



Both modes provide a structured, supportive, and engaging learning environment.



# ADMISSION REQUIREMENTS

## Take the First Step Towards a Business Career

The Bachelor of Business Administration at Regenesys welcomes individuals who aspire to gain a solid foundation in business management, develop critical thinking, and acquire practical skills in finance, marketing, operations, and leadership. It is designed for those aiming to take on managerial roles or launch entrepreneurial ventures in diverse business environments.

### Entry Requirements:

Matric with  
Bachelor's pass  
or NQF level 4  
equivalent  
qualification

Basic  
computer  
skills

A relevant NQF  
Level 5 qualification  
from an accredited  
institution as per  
SAQA  
requirements

Our admissions team considers your academic readiness and your commitment to pursuing a business career.



# TUITION, FUNDING & STUDENT LOANS

## Plan Your Studies With Confidence

Regenesys aims to support students at different financial levels through structured tuition, payment flexibility, and partnerships.

### Funding Options Include:

- ▶ **Affordable Tuition Fees:**  
Competitive compared to South African higher education institutions.
- ▶ **Payment Flexibility:**  
Monthly instalments and tailored payment plans.
- ▶ **Funding Partners:**  
Access funding through StudyAll.

A BBA is an investment in your future career, opening opportunities across industries.



# GLOBALY RECOGNISED CERTIFICATE



# STUDENT STORIES & TESTIMONIALS

Real Stories. Real Change.



**Maria Culumba**  
Business School

“ My experience with Regenesys for BBA has been truly amazing from the very beginning. I really appreciate the way Regenesys structures its academic content and modules. From the first year itself, we were placed in WhatsApp groups, which allowed us to interact with one another, share ideas, and start experiencing how to apply the holistic approach in real life. At first, during my first year, I didn't fully understand the concept of holistic learning. But as I progressed, everything started to make sense. ”



**ProVerb**  
South African Entertainer

“ The incredible support I received throughout my journey made it both rewarding and enjoyable, inspiring me to pursue my Master of Business Administration with Regenesys as well. After exploring several institutions, I found Regenesys to be the best choice for me, and I'm truly grateful for the opportunities it has provided. ”

# CAREER SUPPORT & ALUMNI NETWORK

## A Future Beyond Graduation

At Regenesys, your success continues long after you graduate.



### Expert Guidance

Access to mentorship and guidance.

### Immersive Learning

Learn and innovate through research and case studies.



### Alumni Network

Over 500,000 professionals in 180+ countries.

### Real-World Insights

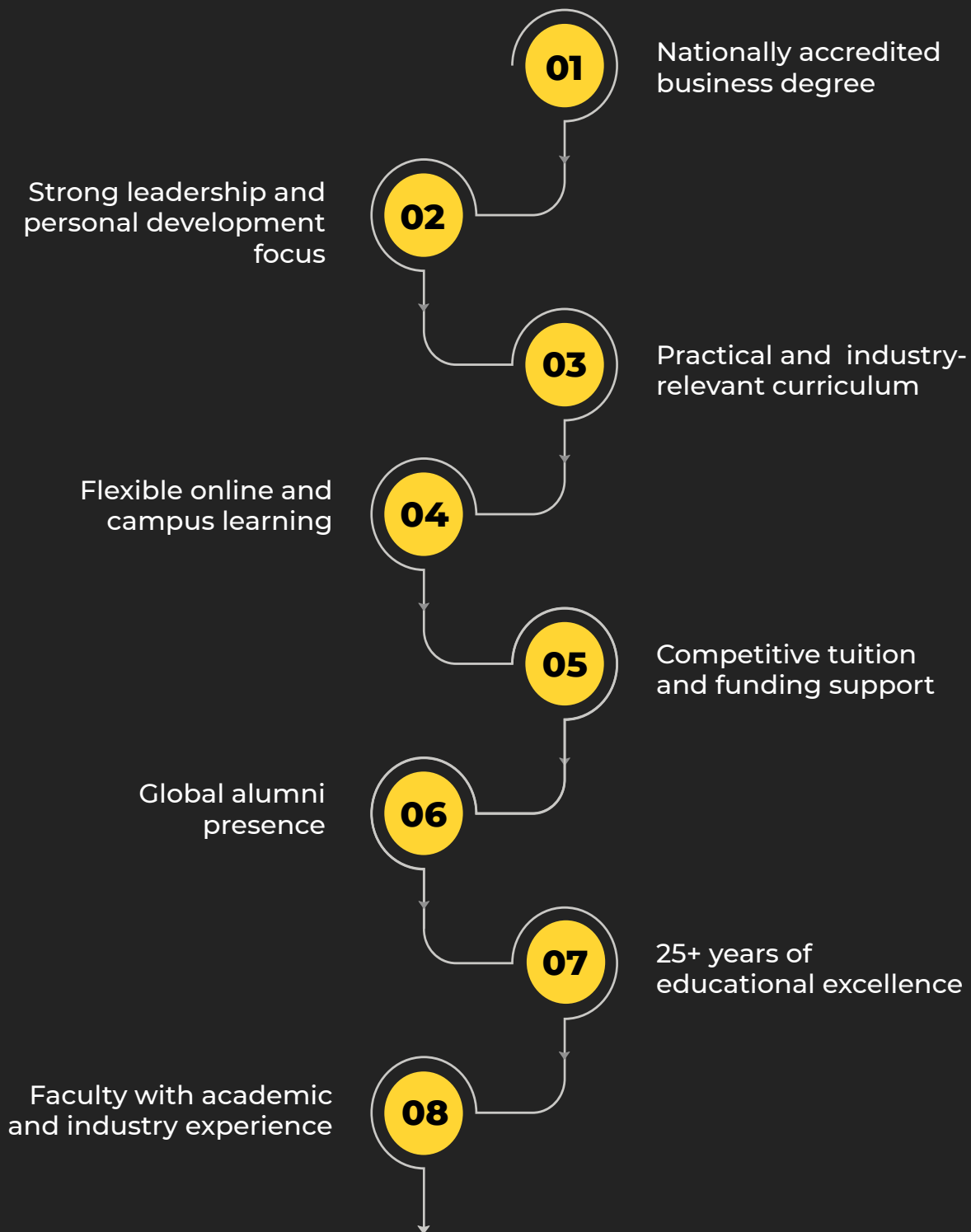
Access to webinars, events, and industry insights.



Your relationship with Regenesys continues throughout your professional journey.

# THE REGENESYS ADVANTAGE

Why Regenesys is the Top Choice for Aspiring Business Leaders



Regenesys offers an environment where business talent grows

# Contact Us

Your Education. Your Future. Your Impact.

A Bachelor of Business Administration can open doors to career opportunities in multiple industries. Start your journey with Regenesys, an institution committed to developing responsible and forward-looking business leaders.



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Apply today and take the first step toward your BBA journey.

**[www.regenesys.net](http://www.regenesys.net)**