

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Programme Overview

This programme provides a fundamental education in business, management and leadership concepts, principles, theories, and models and prepares graduates for a broad range of job opportunities.

Core Modules

- Strategic Management I, II, III
- Human Resource Management I, II
- Project Management I, II
- Financial Management I, II
- Marketing Management I, II
- Economics I, II
- Business Law
- Research Methodology

General Electives: Choice of one in third year

- Change Management
- Negotiation and Conflict Management
- Information and Communication Technology
- Quality and Customer Relations Management

Major Electives: Choice of one in third year

- Human Resource Management III
- Project Management III
- Financial Management III
- Marketing Management III
- Economics III

Entry Requirements

- Matric with degree pass or NQF Level 4 equivalent qualification
- 45+ age exemption
(Only require ID to apply for exemption certificate)
- Basic Computer skills

Programme Structure

- NQF level 7 qualification, with 360 credits
 - This qualification is offered over 3 years
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