

# 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

- An NQF level 4 qualification (e.g. matric exemption) and basic computer skills or higher certificate in business management.

## Programme Structure

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

