

**QUALIFICATION: BACHELOR OF BUSINESS ADMINISTRATION (SAQA ID: 61700; NQF LEVEL 7)**  
**MODE OF DELIVERY: DISTANCE LEARNING OR CONTACT LEARNING**

**DESCRIPTION**

The BBA is designed to offer a well-balanced exposure to the knowledge, skills and attitudes required to operate effectively in a general management environment or as a foundation for postgraduate studies in Business Administration or related areas. In order to set a broad foundation for a conceptual and functional understanding of management issues, this qualification adopts three majors, namely, Business Management, Marketing and Human Resources Management. These three areas are developed over the three levels (years) in a carefully integrated manner that reinforces lateral learning to achieve the set outcomes of the qualification. In addition to the major streams, students are exposed to subjects such as Risk Management, Project Management, Financial Management and Leadership Development, selected to align the qualification to the demands of the contemporary business organisation.

**ADMISSION REQUIREMENTS**

The main route of entry into the BBA is through the National Senior Certificate (NSC) or a recognised equivalent, read in conjunction with the Milpark Business School points system as outlined below. A knowledge, comprehension and application of the English language at NQF Level 4 is essential.

If you matriculated in 2007 or earlier			If you matriculated in 2008 or later	
Symbol	Higher Grade	Standard Grade	NSC Result	Points awarded
A	8	6	90-100%	8
B	7	5	80-89%	7
C	6	4	70-79%	6
D	5	3	60-69%	5
E	4	2	50-59%	4
F	3	1	40-49%	3
			30-39%	2
			0-29%	1
Applicants who have 24 points or more on the Milpark Business School points system may be admitted to the degree qualifications without restrictions.			NSC as certified by Umalusi with an achievement rating of 4 (adequate achievement, 50-59%) or better in <b>four</b> subjects from the recognised 20 credit list. Minimum 23 points on the points system.	

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- Candidate who have successfully completed a certificate qualification at NQF level 5 may be considered for admission.
- Mature age applicants (**23 years or older**) who do not meet the above criteria may apply for consideration through the **Recognition of Prior Learning** (RPL) process.

## **CERTIFICATION**

On successful completion of the qualification, the candidate will be awarded the Bachelor of Business Administration degree.

## **EXIT LEVEL OUTCOMES**

Upon successful completion of the BBA, the candidate will be able to:

- Communicate effectively in a business environment
- Demonstrate competence in conceptualising, conducting and reporting on business research at a basic level
- Demonstrate an understanding and application of management principles in a business environment
- Demonstrate a knowledge of the economic and legal environment and the potential impact on a business organisation
- Demonstrate a functional understanding of the roles, core processes and interfaces among the various departments of a business
- Demonstrate the ability to contribute to a process of driving transformation and change within a business organisation
- Demonstrate an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development

## **CURRICULUM OUTLINE**

### **Level 1**

Business Literacy

Business Communication

End-user Computing

Business Management 1A (Introduction to Business Management)

Business Management 1B (Business Law)

Economics 1A (Principles of Micro-economics)

Economics 1B (Principles of Macro-economics)

Marketing 1 (Introduction to Marketing)

Human Resources Management 1 (Principles of Human Resource Management)

Financial Accounting 1

### **Level 2**

Business Management 2A (Operations Management)

Business Management 2B (Management & Leadership)

Marketing 2A (Marketing Management)

Marketing 2B (Relationship Marketing)

Human Resources Management 2 (Labour Relations Management)

Financial Management  
Sales Management  
Project Management

### **Level 3**

Business Management 3A (General Management)  
Business Management 3B (Strategic Management)  
Business Management 3C (Management & Leadership – Advanced)  
Human Resources Management 3 (Organisational Development)  
Entrepreneurship  
Marketing 3 (Services Marketing)  
Risk Management

### **MODE OF DELIVERY**

The programme is offered via two modes of delivery: distance learning or contact learning. Contact learning requires that students attend classes at the Melville campus of Milpark Business School. Face-to-face tuition will be offered by qualified lecturers, and opportunities for engaging with fellow students are provided. Distance learning (DL) is more suited to students who live too far from the campus to attend classes, or who are unable to commit to attendance. DL students will be supported by tutors who are available via email or, if necessary, telephone and have access to online student forums. DVDs of select lecture sessions may also be made available to DL students. Speak to one of our educational consultants should you require assistance in selecting the mode of delivery best suited to your needs.

### **ASSESSMENT**

An integrated approach to assessment is adopted in all modules. Students are required to undertake both formative and summative assessments. Depending on the context, students may be required to complete individual and/or syndicate assignments, which together constitute 30% of the final mark. The examination has a weighting of 70%. A final mark of 50% is required to pass a module.

### **DURATION**

Minimum: 3-year contact learning programme, which includes the research module.  
Maximum: 4 years' contact learning and 9 years' distance learning

### **FURTHER STUDIES**

Graduates with a BBA are eligible for postgraduate studies in Business Administration and Management including, but not limited to, a Postgraduate Diploma in Business Administration or an honours degree in one of the major subjects.

### **ABOUT THE BUSINESS SCHOOL**

Milpark Business School offers a range of higher education qualifications, accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers distance-learning and contact-learning options, as well as supporting workshops. The

qualifications range from a variety of certificate and diploma programmes to a BCom in Banking Management and an MBA.

**DISCLAIMER**

The content of this brochure, accurate at time of going to print, is subject to change without notification because of legislation, market requirements or any other reason. Milpark Business School reserves the right to change the programme content without notice.

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[Version 11m]