

**QUALIFICATION: Bachelor of Business Administration (SAQA ID 61700, NQF LEVEL 7)
(GENERAL)****MODE OF LEARNING: DISTANCE LEARNING/DISTANCE LEARNING ONLINE**

This factsheet is for students registered for the BBA with a major in General in intakes prior to 2026 who still have outstanding first-year modules.

DESCRIPTION AND PROGRAMME PURPOSE

The Bachelor of Business Administration (BBA) is designed to offer 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 is built around three learning areas, namely, Business Management, Marketing Management and Human Resource Management. Students are exposed to these areas in a carefully integrated manner that reinforces lateral learning to achieve the set outcomes of the qualification. One of the exit outcomes of the qualification focuses specifically on developing an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development. In addition to the major focus areas, students are exposed to fields such as Project Management, Financial Management and Leadership Development, which are selected to align the qualification to the demands of the contemporary business organisation.

WHO SHOULD ENROL

The BBA degree would be suitable for:

- A person who requires a generalist qualification as a foundation in the fields of Marketing, Business and Human Resource Management. The additional modules enable students to acquire knowledge of the key principles, rules and theories applicable to management.
- A person who would like to pursue a formal qualification for a desired career, or even career advancement, in the field of commerce.
- A person who regards themselves as an entrepreneur and would like to start their own business or needs a more formal qualification to run their current business more successfully. At the end of the qualification, students will be able to contribute to their own business venture or the workforce in a positive, ethical and sustainable manner.

PROGRAMME OUTCOMES

Successful completion of this qualification should enable the student 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.
- Determine the potential impact of legal and economic factors on a business organisation.
- Demonstrate a functional understanding of the roles, core processes and interfaces between 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.

PROGRAMME STRUCTURE

Major: General: 398 credits			
	Year 1	Year 2	Year 3
Compulsory (all)	<i>Foundations to Business Studies FOBS01-5 (10/5)*</i>	Operations Management OMAN02-6 (20/6)	General Management GMAN01-7 (16/7)
	<i>Introduction to Business Management INBA01-5 (20/5)*</i>	Finance for Managers FMAN02-6 (20/6)	Organisational Behaviour ORGB02-7 (20/7)
	<i>Mathematical Skills for Business MABU01-5 (10/5)*</i>	Business Ethics BUSE02-6 (20/6)	Business Research Methods BREM01-7 (20/7)
	<i>Digital Skills for Business DIGB01-5 (10/5)*</i>	Principles of Human Resource Management HRMA01-6 (20/6)	Strategic Management STRA02-7 (16/7)
	<i>Introduction to Financial Reporting INFI01-5 (10/5)*</i>	Management and Leadership MLED02-6 (20/6)	International Business INBU01-7 (18/7)
	<i>Introduction to Microeconomics MICR01-5 (15/5)*</i>	Workplace Relations WREL01-6 (20/6)	Entrepreneurship ENPS02-7 (18/7)
	<i>Introduction to Macroeconomics MACR01-6 (15/6)*</i>		Technology and Innovation Management TIMA01-7 (20/7)
	<i>Law for Business Context LABS01-6 (20/6)*</i>		

Major: General: 398 credits			
	Year 1	Year 2	Year 3
	Marketing Management Practice PMAR01-6 (20/6)		
Electives		<u>Electives (choose one):</u> Digital Marketing DIGM02-6 (20/6) <u>OR</u> Project Management PROM02-6 (20/6)	
	130	140	128

Note: Modules marked with an asterisk (*) are offered exclusively on the *Immersive Online (IO)* learning mode.

Second- and third-year modules will be offered on a combination of DL and DLO. Specialist modules will be on offer via distance learning only.

MODE OF LEARNING

The programme will be offered via distance learning (DL) or distance learning online (DLO), based on the student's selection of mode of learning, while certain specialist modules are exclusively offered on DL.

DL is our more traditional, flexible study mode designed for independent learners who prefer minimal online engagement.

Students in this mode primarily rely on textbooks and study guides, with access to supplementary online resources via our learning platform. DL supports self-paced learning and is ideal for students with limited internet connectivity or those who prefer offline study. While lecturer support is available, interaction is less frequent compared to other modes, allowing students to manage their time and progress independently.

DLO is our fully digital, guided and flexible study experience designed to support independent learning with structured engagement.

Through our online platform, students access all learning materials – including textbooks – and participate in live online classes, discussion forums, and collaborative projects. DLO fosters meaningful interaction while allowing students to study at their own pace. With downloadable resources and flexible access, it accommodates varying connectivity needs and offers a rich, inclusive learning journey tailored to diverse student contexts.

MODULE DESCRIPTIONS

Compulsory

Foundations to Business Studies FOBS01-5

This module onboards students to Milpark Education by outlining the layout and structure of their courses, as well as providing an explanation of Milpark's learning management system. Students will be equipped with basic numeracy and writing skills, and the knowledge necessary to embark on higher education studies in the commerce field. The module will also introduce students to professional communication and ethical skills required not only for studies, but also to operate in the business landscape.

Introduction to Business Management INBA01-5

In this module, students are introduced to the fundamental principles of management and the essential skills and competencies required for effective management. The primary management tasks (planning, organising, leading and controlling) and supporting management tasks (such as communication, motivation and delegation) are covered and applied across management functions – notably, operations, financial, marketing and human resources management. The importance of fostering an entrepreneurial philosophy and ethical culture as a manager is also dealt with in this module.

Mathematical Skills for Business MABU01-5

The module emphasises the use of basic principles of mathematics to summarise and analyse business data. Students apply a range of mathematical techniques to real-life business examples. Students will be introduced to basic forecasting techniques, including time-series analysis and relating variables through regression analysis and scatter diagrams. The module also provides students with a basic understanding of the theory of interest for application to relevant business transactions.

Digital Skills for Business DIGB01-5

This module introduces students to foundational digital skills essential for making informed and data-driven business decisions. Students will have a clear understanding of basic components within information technology (IT) and the relevant IT considerations within a business, including the impact and risks of digital data collection, storage, processing and communication. Through exercises and practical applications, students will learn to utilise digital tools for analysing and reporting information that informs business decisions. Since spreadsheet software and data analysis are covered in this module, the successful completion of *Foundations to Business Studies FOBS01-5* and *Mathematical Skills for Business MABU01-5* are prerequisites for this module.

Introduction to Financial Reporting INFI01-5

This module provides students from non-accounting disciplines with a broad and practical understanding of fundamental financial reporting principles. The module explores the role of accounting in business and guides students through the full accounting cycle – from recording transactions to preparing basic financial statements. By the end of the module, students will be able to process basic accounting transactions and understand key financial documents, such as journals, trial balances and financial statements.

Introduction to Macroeconomics MACR01-6

This module provides students with a comprehensive understanding of macroeconomic principles and their application to the South African economy. Over the course of eight weeks, students will explore key topics such as the structure and functions of the banking system, government intervention, fiscal policy and economic growth. The module emphasises the practical application of theoretical models, including the Keynesian model, to real-world economic scenarios.

Introduction to Microeconomics MICR01-5

This foundational microeconomics module introduces students to the core principles and analytical tools used to understand economic behaviour at the individual and firm level. This module aims to develop economic reasoning and equips learners to apply microeconomic concepts to real-world decision-making. Key areas of focus include demand and supply analysis, elasticity, consumer and producer behaviour, market structures, public goods, and the evaluation of efficiency and equity in economic outcomes. By the end of the module, students will be able to critically assess how economic agents interact within various market environments and the implications of their choices.

Law for Business Context LABS01-6

This module provides a clear understanding of the South African legal framework as it relates to the South African business environment. The relevance of legal considerations to business will be illustrated through practical scenarios in a business context. After completion of this module, students will be able to identify and mitigate legal risk, and assess and communicate legal compliance across functional departments of a business.

Marketing Management Practice PMAR01-6

The purpose of this module is to provide a holistic picture of the field of marketing management and the resultant marketing strategies that can be implemented to obtain a competitive advantage. The module provides more insight into the context of the contemporary marketing landscape and presents students with a structured approach to developing a marketing plan. Topics include an analysis of the marketing environment, market targeting and positioning, as well as strategies that can be implemented to obtain a competitive advantage.

Operations Management OMAN02-6

The purpose of this module is to provide students with essential knowledge of how operations management designs for and operates in productive systems. Emphasis is placed on strategic operations management, supply chain management, project management, process design, forecasting, inventory management, materials requirement planning, scheduling, and quality control. *Introduction to Business Management INBA01-5* is a prerequisite for this module.

Finance for Managers FMAN02-6

This module introduces you to basic financial management principles and empowers you to better understand the financial aspects of business and management decisions. The purpose of the course is to enable students to understand finance and its associated terminology. It will enable you to analyse financial statements, complete basic cash and capital budgeting, manage working capital, make valid pricing decisions and assess project progress and returns. *Introduction to Financial Reporting INFI01-5* is a prerequisite for this module.

Business Ethics BUSE02-6

Ethical behaviour by employees makes a substantial contribution to the long-term viability of a business. In this context, decisions are taken by individuals or groups within an organisation. The purpose of this module is to enable students to participate in ethical decision-making in the business environment. The module covers the importance of corporate governance globally, as well as locally, with the focus on the individual and the business environment.

Principles of Human Resource Management HRMA01-6

This module provides a detailed look at the Human Resource Value Chain. Students will be introduced to HR activities that include attracting, motivating, engaging, developing, retaining and performing Strategic HR planning, aligned to the overall business strategy. Through linking with the HR value chain, the management of employees will become a vital link to sustaining competitive advantage. The aim of the module is to develop students who will conduct these activities in a consistent, fair and effective manner while taking the framework of the South African environment into consideration.

Management and Leadership MLED02-6

The purpose of this module is to provide a holistic picture of the dynamic and evolving concept of leadership, taking into account typical African circumstances, values and beliefs in order to equip students with entrepreneurial and managerial leadership skills that will contribute towards the facilitation of a transformed African society. Students will be exposed to the basic strategies that can be implemented to ensure successful leadership and change initiatives in the corporate environment. A structured approach to ethical, transformational and entrepreneurial leadership will also be presented. *Introduction to Business Management INBA01-5* is a prerequisite for this module.

Workplace Relations WREL01-6

This module is aimed at providing the student with an overview of the complex nature of the employment relationship in South Africa, both from an individual and collective perspective. The student is introduced to the interpersonal relationship between employer and employee and the various stakeholders that encompass the employment relationship. The outcome of the module is to enable the student to understand and acquire the necessary skills to address contemporary workforce-related issues within the South African labour legislative framework. The purpose of this module is to equip the student to practically apply skills acquired to confidently address employment-related issues and conflict-handling within the South African context. *Principles of Human Resource Management HRMA01-6* and *Law for Business Context LABS01-6* are prerequisites for this module.

General Management GMAN01-7

The General Management module builds on the fundamental principles of business management learnt in earlier modules (from the first and second years of your study). It aims to develop general management competencies in areas such as planning, organisational structure, decision-making, teamwork, leadership and motivation. It also aims to strengthen your knowledge of critical and contemporary management issues, such as ethics, corporate social responsibility and workforce diversity. The emphasis lies in the integration of these diverse competencies and skills sets to enable you as emerging manager to function effectively in a dynamic business environment. *Management and Leadership MLED02-6* is a prerequisite for this module.

Organisational Behaviour ORGB02-7

Organisational Behaviour will excite students and stimulate plenty of debate on contemporary issues affecting any organisation in South Africa and abroad. The field embraces a system-wide approach to planned change in an organisation. The goal of such planned change is to achieve both efficiency and effectiveness. The principles and practices of behavioural science relevant to the change process at organisational level, will be covered. In addition, students will be introduced to the assumptions, strategies, models and intervention techniques needed to assess the current position of an organisation and to effect change towards desired goals. *Principles of Human Resource Management HRMA01-6* is a prerequisite for this module.

Business Research Methods BREM01-7

Business research is about a systematic inquiry that helps to solve business problems and contribute to management knowledge. The purpose of this module is to introduce you to basic business research methodology. This module will guide you towards identifying and describing a research problem, drafting a basic research design to investigate the problem, and engaging in a literature review. The final task will be to draft a basic research proposal that will serve as a blueprint for a possible research project.

Strategic Management STRA02-7

The *Strategic Management* module equips students with the skills to formulate strategies and implement changes in an organisation. Strategic management is about ongoing planning, monitoring, analysis, and assessment of organisational needs in order to meet its goals and objectives. Changes in business environments will require organisations to constantly assess their strategies for success. The strategic management process helps organisations take stock of their present situation, craft suitable strategies, deploy them and analyse the effectiveness of the implemented management strategies.

International Business INBU01-7

This module draws on the knowledge and understanding of business management principles and practices that have been covered during the first and second years of study. This international business module is an integrated and multi-disciplinary module and it incorporates business management, human resource management, operations, economics and marketing facets, in order for students to gain a holistic understanding of international business and globalisation. It also gives emphasis to the importance of ethical leadership, global corporate citizenship and good corporate governance within international organisations. The importance of this module lies in the integration of diverse knowledge, skills and competencies, in order to enable the emergent business manager to function effectively within a dynamic international business environment, with specific reference to the advent of the Fourth Industrial Revolution.

Entrepreneurship ENPS02-7

This module covers the important principles and theories that students must consider when establishing a new business venture. We explore the nature, significance and characteristics of entrepreneurs. Students learn how to generate ideas and develop them into viable opportunities and build competitive advantage to protect their opportunities. Creative and innovative thinking is applied to generate business opportunities. This module will equip students with entrepreneurial skills that are needed to address challenges and demands facing economies worldwide.

Technology and Innovation Management TIMA01-7

The module aims to equip students with the generic knowledge needed to manage the introduction or change of technology, its impact on the organisation's operations, and ultimately, on the attainment of organisational objectives. Key themes covered in the module include the strategic importance of innovation and technology management, managing disruptive change and harnessing the technology lifecycle. *This module is on offer only in Semester 2.*

Electives

Digital Marketing DIGM02-6

The module is designed to offer students more insight into the design of a digital marketing campaign. The material introduces students to the key elements of a digital marketing strategy and provides guidelines on techniques that can be applied to measure the success of a digital marketing campaign. Topics include pay-per-click marketing, search-engine optimisation, affiliate marketing, social media marketing, digital display advertising, email and mobile marketing, and web analytics. *Marketing Management Practice PMAR01-6* is a prerequisite for this module.

Project Management PROM02-6

This module covers the application of fundamental management principles in the management of projects. It runs along the well-known Project Management Body of Knowledge (PMBok). All the recognised knowledge areas and processes of project management are given detailed treatment. This is further reinforced by the extensive use of case studies and practical scenarios to bring theoretical concepts to life.

MINIMUM ADMISSION REQUIREMENTS

The admission criteria for the Bachelor of Business Administration are as follows:

If the candidate matriculated in 2007 or earlier

Candidates who matriculated in 2007 or earlier require a Senior Certificate with matriculation endorsement/exemption for degree studies. Candidates who have a Senior Certificate but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (<https://mb.usaf.ac.za/>).

If the candidate matriculated in 2008 or later

Candidates require a National Senior Certificate (NSC) with a minimum of 50% in four NSC 20-credit subjects, including English as the language of instruction at Milpark Education, as certified by Umalusi. (*Life Orientation* is not a 20-credit-bearing subject.) Candidates who have a National Senior Certificate (NSC) but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF) for mature age exemption (<https://mb.usaf.ac.za/>).

Candidates who have completed a relevant Higher Certificate (NQF 5) or Diploma (NQF 6) in the field of business or commerce may also be admitted to the BBA degree.

Applicants must, at a minimum, submit the following **documents** with their application:

- **Copy of South African 13-digit identity document** or valid passport.
- **Copy of Senior Certificate** with matriculation endorsement/exemption for degree studies; or
- **Copy of National Senior Certificate** with a Bachelor's Degree Pass; or
- **Copy of Senior Certificate or National Senior Certificate *plus* a qualification at NQF Level 5 or above (120 credits or more)**, supported by a copy of the certificate or letter of completion.

Note: The documents listed above represent the minimum requirements. Applicants may be asked to provide additional supporting documentation if further evidence is needed. Applicants are encouraged to provide all supporting documentation at the time of applying so as to avoid unnecessary delays in the processing of their application.

Other / International certificates

Further to the requirements for admission provided above, foreign nationals or South African nationals, seeking to apply for admission onto the qualification based on a **non-South African/foreign** senior school leaving certificate, must obtain and submit to Milpark, a Certificate of Exemption from Universities South Africa (USAf) (www.usaf.ac.za).

Applicants with foreign senior school leaving certificates, who have already completed the equivalent of a South African Grade 12, are advised to submit their USAf Certificate of Exemption at the time of applying online for the Milpark bachelor's degree.

Any foreign national or South African national, seeking admission based on a **non-South African/foreign tertiary qualification** must obtain and submit to Milpark a Certificate of Exemption from Universities South Africa (USAf) (www.usaf.ac.za) at the time of applying for admission onto the qualification.

Foreign nationals residing in South Africa on a temporary visa must provide proof from the South African Home Affairs offices that they are permitted to study and enrol for studies at the tertiary level.

Recognition of Prior Learning (RPL) applications

Milpark admits a small number of students onto its programme via Recognition of Prior Learning (RPL). Applicants interested in applying via RPL will be considered individually by the relevant Head of School.

Applicants will be required to provide evidence as outlined below when applying for admission via the RPL route:

- Curriculum vitae – applicant must have 10 years of relevant work experience.
- Applicant must have a matric qualification, even if they performed poorly on it.
- Personal motivational letter, advising how the qualification will assist them and how the qualification links with their line of work.
- Evidence from performance in the workplace (e.g. direct line manager motivational letter, evidence from workplace appraisal)
- Evidence from prior achievement
- Certified academic transcript/statement of result.

Click on [RPL Commerce](#) to view the RPL requirements for Commerce programmes.

MODE OF DELIVERY

The Department of Higher Education and Training has registered the programme, and the Council on Higher Education has accredited the programme, for delivery via distance learning.

ACCESS TO TECHNOLOGY

Through the *myMilpark* and *myCourses* online tuition and support environments, students have access to all course materials (including formative and summative assessments), discussion opportunities, administrative services and a wealth of external resources.

Minimum requirements to study online and complete assessments and online proctored assessments

- A laptop or personal computer (PC) with *one* of the following operating systems:
 - Windows 10+;
 - macOS 10.11+;
 - Ubuntu 18.04+;
 - Chrome 58+
- Continuous (daily) access to a stable internet connection with an upload and download speed of at *least* 5 Mbps
- A camera/webcam (720p resolution)
- Speakers and a microphone OR headphones
- 2GB free RAM (memory)
- 250MB free disk space.

For more information, such as tips to help prevent technical issues during an online proctored assessment, visit [Technical requirements](#).

STUDENT SUPPORT

Library access

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere, at the same time, online.

There is no need to make reservations and requests, and no limit on the time a student has to access a book. With the implementation of Cyberlibris, students also have access to full-text resources via ProQuest (global), Emerald (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

Online lecturer (DLO & IO)/Tutor (DL)

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to online lecturers/tutors whom they can contact individually. Students who experience study and/or personal problems, have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses)*.

RULES OF PROGRESSION

1. Candidates may NOT register for any Year 2 or Year 3 modules if they still have four or more modules outstanding from the previous year.
2. Candidates with any outstanding first-year module(s) may NOT register for any third-year module.

ASSESSMENT

Formative assessment will contribute between 30% and 40% to the final mark, depending on the specific module. It may consist of a combination of assignments, quizzes, presentations, journalling, participation, engagement and tests. Students are advised to consult the module orientation and assessment guidelines provided for each module to ensure that they understand how their final mark will be calculated.

Students will complete a final, summative assessment at the end of each module, which will contribute between 60% and 70% towards the final mark, depending on the module. In all cases, students are required to obtain a sub-minimum of 40% in the final summative assessment and an overall final mark of 50% to pass the module.

Students are advised to consult the module orientation and assessment guidelines provided for each module to ensure that they understand how their final mark will be calculated.

DURATION

Distance-learning students have a minimum of three years and a maximum of nine years to complete the qualification.

CERTIFICATION

On successful completion of the qualification, students will receive a Bachelor of Business Administration Degree, NQF Level 7. The Bachelor of Business Administration is accredited by the Higher Education Quality Committee of the Council on Higher Education (CHE).

FURTHER STUDIES

Milpark Education is committed to the process of lifelong learning and opening access to higher education. The programme is at NQF level 7 and it will provide for articulation options into NQF level 8 programmes. Students may proceed narrowly to Milpark's Postgraduate Diploma in Business Administration.

A student who transfers from one qualification to another within Milpark Education, may be given credit for some modules successfully completed. Beyond Milpark Education, this qualification should articulate with other qualifications in the relevant fields of professional administration and business management.

A student who has completed certain modules on this qualification at Milpark Education and who wishes to transfer to another tertiary-level institution, should be able to apply for exemption from relevant modules on the basis of the modules that have been passed at Milpark Education.

PRICING

All module fees include one round of formative and summative assessments (supplementary examinations excluded). Module fees do not include the cost of prescribed textbooks, which will be for the students' own account. The prescribed book list will be available on *myMilpark*, on registration.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the programme content due to changes in legislation, market requirements, and other reasons. Notice of such changes will be published on our website.