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

DESCRIPTION AND PROGRAMME PURPOSE

The Bachelor of Business Administration (BBA) degree at NQF Level 7 is a versatile qualification designed to equip students with strong managerial, leadership and digital transformational skills. The BBA General provides a broad foundation across key areas of business administration, preparing graduates to operate effectively in a wide range of organisational contexts. Students will develop critical thinking, problem-solving and communication skills that are essential for success in modern business environments.

This factsheet specifically focuses on the BBA General, which allows students to engage with a wide range of business and management subjects without specialising in a single field. It is ideal for students who want flexibility, a diverse skill set, and exposure to multiple business disciplines.

In addition to the BBA General, students may also personalise their studies by choosing a specialised stream in one of the following areas Marketing Management, Human Resources Management and Banking.

Kindly note that there is a more detailed factsheet available for each of the specialised streams, which provides specifics on the modules and outcomes for that major.

WHO SHOULD ENROL

The BBA degree is designed for individuals who aspire to become effective managers and leaders, with a strong emphasis on the application of business and organisational principles. It is well-suited to those who enjoy working with people, driving teamwork, and overseeing day-to-day operations, as well as individuals who want to build their skills in communication, leadership, and decision-making in modern business contexts.

This qualification is particularly valuable for students who want to gain hands-on management expertise that can be applied immediately in the workplace, making it ideal for those seeking to step into supervisory, team leadership, or junior management roles early in their careers. It also appeals to entrepreneurs who want to strengthen their ability to manage people, projects, and business functions in order to grow or formalise their own ventures.

Graduates of the BBA are equipped to contribute to organisations in people-centred and operational roles and are well-positioned to pursue careers as team leaders, client services managers, human resource practitioners, marketing consultants, project managers, banking officers, business development managers, or entrepreneurs. By focusing on leadership, ethics, and sustainability, the BBA provides a distinct pathway for students who want to shape business success through effective management, digital transformation and organisational impact.

PROGRAMME OUTCOMES

1. Develop business communication and digital skills that demonstrate understanding of communication theories and strategies and digital tools to support problem-solving, collaboration, ethical decision-making and reporting in relevant workplace settings and contexts.
2. Apply key operational, management and leadership principles, concepts, theories, models and practices to strategically plan, organise, and optimise the use of human resources across diverse business environments in an era of digital transformation.
3. Explain and apply key principles, concepts, theories, models, procedures, methods, tools and techniques relevant to micro- and macroeconomics in key business functions such as marketing, human resources, project management and supply chain management in relevant business contexts.
4. Use the fundamental principles and practices of holistic personal and professional development and practical tools and strategies to manage stress, build resilience and maintain a positive mindset.
5. Integrate knowledge, skills and attributes from different functional areas of business and entrepreneurial thinking to report on findings in order to execute an Applied Business Capstone project relevant to a selected focus area.

PROGRAMME STRUCTURE

“Year 1, Year 2, and Year 3” correspond with the complexity of the coursework and progression of the academic levels. These labels align with international BBA standards. They do not represent the time it takes for a student to complete the qualification at Milpark. Students can choose between a full and half workload. Students are advised to consult with their programme manager or sales consultant on these options.

Students have a minimum of three years and a maximum of nine years to complete the qualification. This allows for flexibility on the learning journey, at a pace that enables students the best possible opportunity for successful outcomes.

Major: General: 360 credits			
	Year 1	**Year 2**	**Year 3**
Compulsory (all)	Foundations to Business Studies FOBS01-5 (10/5) Introduction to Business Management INBA01-5 (20/5) Mathematical Skills for Business MABU01-5 (10/5) Digital Skills for Business DIGB01-5 (10/5) Introduction to Financial Reporting INFI01-5 (10/5) Introduction to Microeconomics MICR01-5 (15/5) Introduction to Macroeconomics MACR01-6 (15/6) Financial Reporting FIRE01-6 (10/6) Law for Business Context LABS01-6 (20/6)	Business Management 2A BUMA2A-6 (20/6) Business Management 2B BUMA2B-6 (20/6) Personal Leadership Development PLED01-6 (20/6) Finance for Non-Financial Managers FMAG01-6 (20/6) Sustainable Business Practices SUBS01-6 (20/6) Project Management PROM02-6 (20/6)	Digital Transformation DITI01-7 (20/7) Entrepreneurship and Innovation ENTI01-7 (20/7) Contemporary Leadership and Communication LCOM01-7 (20/7) Human Behaviour in Digital Business HBDB01-7 (20/7) Strategic Management STRA01-7 (20/7) Applied Business Capstone CAPG1A-7 (20/7)
	120	**120**	**120**

Note: All modules are only offered via Immersive Online (IO).
Third-year IO modules are available from 2028.

MODE OF LEARNING

The programme will be offered via **Immersive Online (IO) Learning**. IO Learning is our guided, dynamic and flexible digital study experience designed to foster deeper learning and meaningful connection.

Through scheduled online sessions, interactive content, and collaborative activities, students engage in a human-centred environment that blends structure with flexibility. IO Learning uses advanced online systems and multimedia resources to support clear pathways, small-group collaboration, and personalised feedback, creating a rich, connected, and engaging learning journey.

MODULE DESCRIPTIONS

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.

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 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.

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.

Financial Reporting FIRE01-6

This practical module builds on the foundational accounting principles introduced in INFI01-5 (which is a prerequisite for this module). The module explores the full financial lifecycle of a business – from sourcing funding and making investment decisions to managing daily operations and evaluating performance. Students will see how accounting supports every stage of business activity. Additionally, students will deepen their understanding of financial statements, engage with the Statement of Cash Flows for the first time and gain insight into the South African tax system. With real-world examples and a strong focus on practical application, this module equips students to confidently engage with financial information and finance professionals, make informed business decisions, and apply these skills across a wide range of careers and entrepreneurial ventures. *Introduction to Financial Reporting INFI01-5* is a prerequisite for this module.

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.

Business Management 2A BUMA2A-6

This module provides an overview of the primary business functions that directly create and deliver value to customers: operations and marketing. It covers the role of management in overseeing operations management, including the planning, organising and controlling of resources and processes involved in inbound logistics, production or service delivery, and outbound logistics. The module also examines marketing management, focusing on market research, product development, branding, pricing strategies, promotion, communications and consumer behaviour. Students will gain an understanding of how the effective management of these core functions contributes to competitive advantage and overall business success. By the end of the module, students will have the skills and knowledge needed to manage these essential activities effectively in a contemporary business environment. *Introduction to Business Management INBA01-5* is a prerequisite for this module.

Business Management 2B BUMA2B-6

This module offers an overview of the functional areas in business that provide essential supporting activities in business. This includes the role of management in overseeing procurement and supplier relationships. The module also examines information technology management, a critical aspect in contemporary businesses. Human resource management is covered, highlighting talent acquisition, performance management and employee development and engagement. Additionally, the module explores basic financial functions and oversight, including tax and legal compliance, and corporate governance and risk frameworks that support effective and ethical business operations. Students will develop the skills and knowledge to manage these critical supporting functions effectively, contributing to long-term business sustainability. *Introduction to Business Management INBA01-5* is a prerequisite for this module.

Personal Leadership Development PLED01-6

This module empowers students to develop the mindset and skills required to lead themselves effectively in professional contexts. The module focuses on building resilience, personal credibility and values while aligning actions with purpose and self-awareness. Students will explore practical strategies for managing stress and developing emotional intelligence to enhance decision-making and adaptability. Students will examine how mental and physical well-being underpin effective leadership and learn tools to sustain motivation, navigate change and remain ethical under pressure. The module also introduces reflective practices to track progress and maintain alignment between personal vision and professional demands.

Finance for Non-Financial Managers FMAG01-6

This module introduces financial management principles and empowers students to better understand the financial aspects of business. The module equips students with essential financial literacy for managerial decision-making, including the interpretation of financial statements to evaluate organisational performance. Students will learn budgeting techniques and working capital management to optimise resource allocation, as well as the fundamentals of funding structures for business growth. The module covers financial ratio analysis to assess liquidity, profitability and operational efficiency, while addressing ethical considerations in financial decision-making. *Introduction to Financial Reporting INFI01-5* and *Financial Reporting FIRE01-6* are prerequisites for this module.

Sustainable Business Practices SUBS01-6

This module develops students' ability to apply sustainability principles in real business contexts, with a focus on aligning organisational practices with the United Nations Sustainable Development Goals (SDGs), Environmental, Social, and Governance (ESG) frameworks, and Corporate Social Responsibility (CSR) commitments. Students will explore how environmental sustainability, social responsibility and economic viability interact to enable ethical and responsible business strategies. Students will examine how sustainability and CSR decisions are made within different organisational contexts, and how these decisions balance stakeholder needs while addressing broader societal and environmental challenges. By the end of the module, students will be able to translate sustainability concepts into actionable strategies for long-term business sustainability.

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.

Digital Transformation DITI01-7

This module provides an in-depth exploration of digital transformation frameworks and models that guide the alignment of technology initiatives with organisational strategy. Students will critically analyse and apply leading models and tools used in digital transformation efforts. The module also covers change management approaches and assesses organisational readiness for digital change. Students will review and evaluate emerging technologies and their potential impact on future digital transformation efforts. The module also addresses governance, risk management and ethical considerations that influence digital initiatives. By the end of the module, students will be able to manage and evaluate digital transformation efforts, ensuring technology adoption delivers sustainable competitive advantage in contemporary business contexts. Sustainable Business Practices SUBS01-6 is a prerequisite for this module.

Entrepreneurship and Innovation ENTI01-7

This module equips students with the knowledge and skills necessary to develop and manage innovative entrepreneurial ventures. It covers foundations of entrepreneurship, including opportunity identification, business model development and business plans. The module provides an in-depth exploration of innovation models and frameworks, and how these can be applied in startup contexts. Students will also explore the dynamics of intrapreneurship and innovation within established organisations. By the end of the module, students will be able to apply entrepreneurial and intrapreneurial mindsets, innovation models and ethical considerations to real-world business challenges, preparing them to contribute effectively to both startup and corporate environments.

Contemporary Leadership and Communication LCOM01-7

This module examines contemporary leadership and communication practices essential for leading diverse individuals and teams in complex business environments. Students will explore how modern leaders use ethical decision-making, cultural intelligence and inclusive approaches to enable trust, collaboration and high performance. The module also covers key concepts from business communication theory and practical communication strategies for engaging with diverse audiences, managing conflicts and influencing stakeholders.

Students will develop the skills needed to navigate cultural diversity, lead others responsibly and communicate with clarity and impact across different organisational contexts. By the end of the module, students will be prepared to lead and communicate effectively and ethically in diverse contemporary workplaces.

Human Behaviour in Digital Business HBDB01-7

This module focuses on the holistic development of individuals, emphasising the importance of both personal and professional well-being in achieving a balanced and successful life. Students will explore strategies for managing stress, building resilience and fostering a positive mindset in both personal and work environments. Key areas include emotional intelligence, work-life balance, mental health, physical well-being and effective communication. Students will also explore the importance of personal credibility, knowing oneself and cultivating self-awareness for personal growth. Additional topics covered include counselling techniques, supporting mental health, and strategies for promoting overall health and wellness. By the end of the module, students will be equipped with practical tools and strategies to enhance their well-being, develop personal credibility and thrive both personally and professionally.

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. BUMA2B-6 Business Management 2B and BUMA2A-6 Business Management 2A are prerequisites for this module.

Applied Business Capstone CAPG1A-7

This capstone project integrates and applies the knowledge and skills that students have gained across their coursework in a practical, real-world context. Students will demonstrate critical thinking, problem-solving, research and communication skills relevant to commerce and business environments. The module covers various business disciplines, functions and skills learned throughout the degree. Students will develop the ability to work both independently and collaboratively, which will require them to apply academic concepts to practical situations. Students will also reflect on their learning journey and assess their efforts and contributions.

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 a 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 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 (i.e. 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 *myMilpar*k 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 (IO), Administrative Support and Counselling Services

Comprehensive student support services are available to registered students. Administrative support is provided through the Milpark Helpdesk, accessible via myMilpark. For academic support and assistance with course content, students have access to tutors and/or online lecturers through myCourses, including opportunities to ask questions and engage with lecturers. Students experiencing study, career or personal challenges also have access to counselling support. Information on and access to the relevant support services are provided through Milpark's student platforms.

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 contributes 40% to the final mark and consists of a combination of assignments and tests. The exact formative structure per module will be communicated to the student at the start of the semester.

Students will complete a final, summative assessment per module at the end of each semester, which contributes 60% towards the final mark. Students need to obtain a sub-minimum mark of 40% in the final, summative assessment, and an overall mark of 50%, in order to pass the module.

Students are advised to consult the module orientation and assessment guidelines provided for each module to ensure 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.