

Bachelor of Commerce
(Minimum 3 years, 374 credits, NQF 7)

All Options:

BASIC LEVEL (first year)	credits
Accounting I (20 credits) Business Management I (52 credits) Economics I (24 credits) Industrial Psychology I (24 credits)	120
INTERMEDIATE LEVEL (second year)	
Business Management II	32
ADVANCED LEVEL (third year)	
Business Management III : Business Ethics	12

Option 1: Economics

INTERMEDIATE LEVEL (second year)	
Economics II (32 credits) Two of the following: Marketing Management II (32 credits) Industrial Psychology II (32 credits) Entrepreneurship II (32 credits)	96
ADVANCED LEVEL (third year)	
Economics III (48 credits) Continue with Marketing Management III or Industrial Psychology III or Entrepreneurship III (48 credits) Work-integrated Project (18 credits) in advanced level elective	114

Option 2: Entrepreneurship

INTERMEDIATE LEVEL (second year)	
Entrepreneurship II (32 credits) Two of the following: Economics II (32 credits) Industrial Psychology II (32 credits) Marketing Management II (32 credits)	96
ADVANCED LEVEL (third year)	
Entrepreneurship III (48 credits) Continue with Economics III or Industrial Psychology III or Marketing Management III (48 credits) Work-integrated Project (18 credits)	114

Option 3: Industrial Psychology

INTERMEDIATE LEVEL (second year)	
Industrial Psychology II (32 credits) Two of the following: Economics II (32 credits) Entrepreneurship II (32 credits) Marketing Management II (32 credits)	96
ADVANCED LEVEL (third year)	
Industrial Psychology III (48 credits) Continue with Economics III or Entrepreneurship III or Marketing Management III (48 credits) Work-integrated Project (18 credits)	114

Option 4: Marketing Management

INTERMEDIATE LEVEL (second year)	
Marketing Management II (32 credits) Two of the following: Economics II (32 credits) or Industrial Psychology II (32 credits) or Entrepreneurship II (32 credits)	96
ADVANCED LEVEL (third year)	
Marketing Management III (48 credits) Continue with Economics III or Industrial Psychology III or Entrepreneurship III (48 credits) Work-integrated Project (18 credits)	114

Module Descriptions

Basic Level

Accounting I

Financial Accounting 1 (20 credits)

This module focuses on understanding the important accounting aspects, the flow of accounting records, the accounting equation. Application of basic accounting processing of transactions and the closing entry procedures for finalising year end accounting records is also emphasised to ensure full comprehension and application of the accounting cycle.

To introduce students to underlying accounting transactions and the accounting treatment and disclosure of partnerships, companies, value added tax, cash flow statements, non-profit organisations, the analysis and interpretation of financial statements as well as the communication and decision making utilising financial information.

Business Management I

Effective Business Communication (12 credits)

This module explores the basic definition and meaning of the concept of communication, and discusses why good communication is important for people in the workplace. Students analyse the different communication processes, discover the elements of successful communication and investigate how these play out at work. In the South African milieu, culture in particular, plays a significant role in communication processes. This module examines the importance of culture in personal and professional contexts, the influences on and of culture and the significance of effective cross-cultural communication. Throughout this module students will have opportunity to develop and implement their own effective communication skills.

Information Literacy and Systems (12 credits)

The first part of this module enables a student to develop their critical thinking ability in order to source and evaluate academic material. Students will understand plagiarism and referencing and learn to write and reference a structured academic paper. Secondly, the module is designed to help students see the vital role that information and information systems play in a business environment. Students are assisted to define information needs and thereafter find, evaluate, use, and communicate information. The third part of the module examines information systems and how businesses can utilise them to achieve business objectives.

Introduction to Business Management (12 credits)

This module explores new business development, entrepreneurship, business mission and objectives, forms of business, legal and ethical aspects of business management and planning business resources. Special focus will be given to business as mission within a biblically-shaped worldview.

Statistics (12 credits)

This course is designed to introduce students to basic concepts in quantitative statistics. Students will be able to select appropriate statistical techniques for various research situations, execute these techniques and interpret these results making appropriate inferences.

Economics I

Introduction to Economics (12 credits)

The main purpose of this module is to introduce students to the basic concepts of microeconomics and microeconomic theory. After completing this module, students will have a working knowledge of how supply and demand influence prices, production decisions of firms, the behaviour of firms in different market types, and market failures and the role of government intervention in this regard. Finally, students will show a working knowledge of labour and factor markets.

Introduction to Macro Economics (12 credits)

The main purpose of this module is to introduce students to macroeconomic thinking and reasoning. In this regard, the module analyses how an economy as a whole solves the economic problem and ensure economic growth. It also highlights some major macroeconomic issues experienced in South Africa by referring to the composition of the national economy, unemployment, poverty as well as GEAR and NEPAD strategies and the issue of globalisation.

Industrial Psychology I

Career Psychology (6 credits)

The scope of this module covers a variety of theories on vocational choice, career development and management, as well as the application thereof in the corporate sector. It also investigates effective ways in which organisations can assist in challenging and encouraging employees to reach their full potential. Attaining job satisfaction, fulfilment and achieving success in one's career is a dynamic process influenced by the interaction of a range of personal, contextual and organisational factors across the lifespan. It is also important to note that in the modern world of work, one career is not necessarily followed throughout a person's lifetime. This is a contemporary theme emerging in career psychology, as the work role influences a person's purpose, quality of life and sense of achievement.

Ergonomics (6 credits)

The field of ergonomics applies principles of biology, psychology, anatomy and physiology in the evaluation of workspace design, task analysis and risk assessment of human-machine systems. This module explains the physical abilities and limitations of people who use different types of machinery and the routes by which ergonomics can help design systems that match the needs of the users and can address their diverse demands in the work environment to improve work performance.

Introduction to Industrial Psychology (12 credits)

Industrial Psychology as a discipline is concerned with the application of psychological principles in the workplace deriving from the study of human behaviour in the world of work. In this introductory module students will be exposed to

contemporary issues in the workplace and current debates in the field, and explore why people behave the way they do in organisations. Students will specifically learn about the major theories, models, research techniques and findings of the science of Industrial Psychology in order to develop a holistic understanding of the fundamentals, aims and goals of this field.

Intermediate Level

Business Management II

Introduction to Financial Management (16 credits)

Introduction to Financial Management This module focuses on understanding the important principles of financial management including information provided by financial statements, of budgeting and controlling revenue and expenses, the management of working capital, the financing of a business, profit planning and investment analysis. Application of these basic concepts is emphasised through cycle assignments and discussions.

Strategic Management and Ethical Leadership (16 credits)

This module explores the concepts of strategic management and ethical leadership within the context of today's rapidly changing environments in business organisations. Strategic management and ethical leadership relate to business planning, modelling, analysis, decision-making and influencing others. Strategic management within an organisation must foster a shared culture that is based upon a common vision, mission, and values. Leaders must conceptualise, institute, and impart the vision and mission of the organisation to both internal employees and external constituents. Merging this vision with practical business strategies that best utilise the organisation's resources is one of the great challenges faced by leaders. This course will enable students to develop an understanding of strategic decisions and leadership required to articulate a bold vision and a clear mission which matches the organisation's as well as leadership's personal convictions and shared values, with a strong focus on ethical considerations.

Economics II

Macro Economics (16 credits)

The main purpose of this module is to assess the world of economics from a macroeconomic perspective whereby a student will think and reason about macro events and policy issues within the holistic context of Economics as a social science and apply it within their everyday lives.

Micro Economics (16 credits)

The main purpose of this module is to prepare students intellectually for the challenges in an ever-changing global and national framework by acquiring intermediate microeconomic knowledge and skills which will enable them to analyse and interpret the concepts and modern theories about price discrimination in the market place.

Entrepreneurship II

Introduction to Entrepreneurship and Innovation (16 credits)

This module initially examines the intangibles in entrepreneurship and innovation focussing on what entrepreneurship and innovation is and personal success factors, before exploring the more practical issues of resource mobilisation, the launch of a new venture, building and expanding the venture. The basic steps in starting a new venture are complimented by a real life case study of a small or medium size enterprise imparting the insights and spirit of entrepreneurial reality.

New Business Development (16 credits)

This module focuses on understanding the processes and thinking required in new business development. After the tragic burst of the technology bubble of 1999/2000, technology innovation and ventures have led the process of new business development as the field of innovation of the 21st century thus far. This module examines the creation of new ventures from idea generation to establishing viable enterprises using the lead innovator industry as the background.

Industrial Psychology II

Consumer Behaviour or Psychometrics (16 credits)

Consumer Behaviour enables students to gain insight into the customer as the key to market success. There are many aspects that influence how and why consumers make purchasing decisions, thus the focus rests on the main determinants on consumer purchasing in terms of external factors (e.g., culture, social, lifestyle, reference group, family influence) and internal factors (e.g., personality, motivation, perception, learning, attitude, ethics). Marketing companies and departments constantly research these factors and conduct demographic analyses of consumer trends to determine a strategic plan when creating marketing and branding campaigns. These topics and elements will systematically be explored.

Psychometric testing plays an important role in the modern world of work, since we make crucial decisions based on psychological measurements such as interviews, psychometric tests and assessment centre exercises. The objective of this module is to explain the function of Psychometrics in Industrial Psychology, the essence of measurement, the development of measuring instruments, as well as measuring procedures. The aim is furthermore to equip students with basic skills in the application of measurement procedures, the statistical analysis of measurements and decision-making based on measurements. The underlying rationale for the course content lies in the theoretical knowledge and practical skills required to make a significant contribution via measurement to the effective utilisation and management of personnel, especially in South Africa.

Human Resource Management (16 credits)

In this module, students are exposed to the latest human resource management functions, responsibilities, techniques, legislation and practices needed to address the current challenges in the South African workplace. The objective of this course is to equip students with the basic knowledge and skills concerning the procurement, development, maintenance and leadership of human resources and the relevant procedures and policies that are implemented to ensure optimal utilisation of

the HR function. Emphasis is placed on learning how to deliver a competent workforce that is well equipped and trained for providing high performance and productivity in order to achieve organisational objectives and ensure a sustainable competitive advantage

Marketing Management II

Advertising and Sales (16 credits)

This module explores advertising and sales through an integrated marketing communications approach. The student is equipped with knowledge of developing marketing communications in order to assess strategic and creative strengths of different marketing campaigns. The emphasis will be placed on using a myriad of tools to implement strategic marketing campaigns.

Introduction to Marketing (16 credits)

This module introduces the fundamental principles of marketing management and emphasises management principles in dealing with such areas as customer service management, and marketing research for decision making. The module is framed in the South African context to help students grasp the fundamental concepts but it also places emphasises on emerging markets.

Advanced Level

Business Management III

Business Ethics (12 credits)

The risk profile of an organisation is no longer just influenced by internal and external factors. The moral integrity of managers and their personal decision making matrix has added to the complexities of ensuring the survival of organisations. Unethical behaviours of managers have led to the downfall of many former Wall Street greats such as Enron, WorldCom and Arthur Andersen and the recent Bear Sterns, Fannie Mae and Freddie Mac financial debacles of 2008. This module will help managers recognise, analyse and decide on ethical issues in business. They will be equipped with critical learning skills to present and evaluate ethical arguments. Critically, this module will also equip managers to promote ethical behaviour in organisations.

Economics III

Development Economics (24 credits)

The main purpose of this module is to prepare students to understand the process of economic development and to identify not only the common barriers to development but also the challenges to overcome these barriers in a South African context.

International Economics and World Trade (24 credits)

The main purpose of this module is to prepare students intellectually for the challenges created by the continuous changes on the global financial markets by acquiring skills in acquisition, interpretation and application of knowledge relating to international and financial markets.

Entrepreneurship III

Creativity and Innovation Management (24 credits)

This module focuses on the practical application of creativity and innovation management in a business environment. Special focus is given to cultivating creativity in business environments, translating creativity into innovation, implementing innovative ideas in organisations, protecting innovations and implementing new product development processes. The module will also examine issues such as innovation strategies, projects, timing and collaboration.

Strategic and Corporate Entrepreneurship (24 credits)

This module focuses on the practical application of entrepreneurial strategy within medium size enterprises and corporate businesses (intrapreneurship). Students will examine the need for entrepreneurial approaches within the corporate environment, entrepreneurial business strategies, individual tools and competencies, and organisational principles and frameworks required to develop and implement an entrepreneurial business strategy.

Industrial Psychology III

Human Resource Development (12 credits)

This module will introduce students to the field of training and development and the essence of learning in an organisation, especially in the South African context. It will cover the various approaches to and key learning theories of training and development, helping students understand how training fits into the broader organisational framework in the modern workplace. Students will also gain insight into identifying and analysing training needs as well as the various training delivery modes. Students will also learn about the transformational purpose underpinning the skills development legislation in South Africa.

Labour Relations (12 credits)

The objective of this module is to familiarise students with the field of Labour Relations and to expose them to the different role players in the South African Labour system. The various theoretical perspectives of conflict will act as a basis for developing the learner's framework of thought when studying the dynamic nature of the tripartite relationship, roles and responsibilities between the state, employer and employee. Employee relations are an integral part of everyday business management in South Africa and the global marketplace.

Organisational Psychology (24 credits)

This course encapsulates the study of the basic concepts, theories and principles of Organisational Psychology in an attempt to obtain a better understanding of the role and impact that individual behaviour (e.g. emotions, perceptions, values, attitudes, motivation), group behaviour (e.g. teamwork, communication, leadership, power, politics, conflict, negotiation),

and organisational structure and processes (e.g. work design, culture, system, policies, change, stress management) have on organisational effectiveness.

Marketing Management III

Marketing Research (12 credits)

This module introduces the fundamental understanding of marketing research and its proper place in managerial decision making. The marketing manager is required to know and understand the language of market research so as to either conduct such research or to guide professional teams who will provide research services for them. This module will equip the senior marketing student to define marketing problems and use researching tools to structurally execute, analyse and derive meaningful information from marketing research.

Retail Management (12 credits)

This module introduces the student to the retail industry with the emphasis on the strategic decision-making approach. Students will examine how customers make decisions and will be able to develop strategies to communicate with customers effectively. The module will also focus on the cultural and social impact on buying behaviour and examine the legal and ethical issues confronting retailers.

Services Management (12 credits)

The economies of the 21st century are increasingly driven by services. Each year services industries are contributing progressively more to the gross domestic product (GDP) of developing and developed economies. Companies are building strong strategies to retain their customers for the future. It is understood that customer retention determines the long-term sustainability of the business. This module focuses on the knowledge required to implement services strategies for competitive advantage across industries. The module introduces students to new marketing topics such as management of service quality, service recovery, linking customer management to performance measurement, service blueprint and customer co-creation.

Strategic Marketing (12 credits)

This module builds on fundamental marketing concepts already established at NQF level 6 to develop senior students' ability to develop, implement and control marketing strategies for an organisation's competitive advantage. Students will learn to identify and use appropriate methods and tools to formulate, implement, monitor and evaluate marketing strategies in diverse organisational and market situations.

Work-integrated Project

Practical in Entrepreneurship and Innovation (18 credits)

This workplace learning practical assignment integrates all aspects of entrepreneurship disciplines, both the creative idea development, process design and implementation in creating a new business, creating a new business unit within a bigger business or assisting existing businesses to develop.

Practical in Industrial Psychology (18 credits)

This practicum comprises 1 week of preparation and assessment and 4 weeks of active engagement with a defined spectrum of operational functions in the field of human resource management in a medium sized business enterprise under the direction of a supervisor in the workplace, supported by a faculty supervisor.

The practicum aims to help students gain practical HR skills in the form of fieldwork experience in a corporate setting.

Through workplace learning, students will be given an opportunity to integrate theoretical HR modalities and practical HR skills. This module will expose learners to a variety of practical organizational needs and issues in business and industry.

Practical in Marketing (18 credits)

This module brings together all the knowledge gained in the marketing management stream into a workplace practical. The final year students are given an opportunity to be placed at a workplace and conduct marketing related assignments that are strategic to the company. This gives students the opportunity to apply what they have learnt and also get work experience in the marketing industry. The practical will allow students to work under the supervision of an experienced marketing professional