Cornerstone
Learn to change the world

Brochure 2026/2027

Bachelor of Commerce

YOUR STORY

Do you want to live a life of purpose? Do you worry about the state of the world? Do you genuinely want to make a difference to the lives of others? Are you looking for more than just a qualification? Is leaving a lasting legacy important to you? If you answered yes to any of these questions, then we have a lot in common.

Cornerstone is the institution to help you realise your life's purpose and grow your ambition. While doing so you will develop and nurture our shared values to support you as you engage with the new world of work. Together, we will learn to change the world.

OUR STORY

We believe in education with a purpose. At the heart of our education philosophy is the firm belief that education leads to transformation.

Cornerstone Institute has been generating knowledge that benefits humanity since 1970. We began with two black theology students who were barred from attending university because of the colour of their skin. Today, hundreds of Cornerstone graduates from all walks of life are making a difference around the globe.

A MESSAGE FROM FACULTY

Together we can learn to change the world

At Cornerstone Institute, our motto is: Learn to change the world. It's a very simple sentence, but to us, it carries significant meaning.

The obvious meaning is: Learn how to change the world. And that is true because, at Cornerstone, you will learn new knowledge and skills that will equip you to enter the new world of work and build a career that will positively impact society.

The second meaning is the less obvious but, the more important one: To change the world, learn. We believe you can only change the world if you continue learning. To learn is to grow – first, as a person in connection with other human beings. It is a lifelong journey that may include but by far transcends formal studies and qualifications. As we travel this road with other people who share different parts of our journey, we learn from them, and they learn from us.

Will any single individual ever change the entire world? Probably not! But you can change your world. And we would love to be part of that journey.

BACHELOR OF COMMERCE (BCOM)

OVERVIEW

The Cornerstone Bachelor of Commerce qualification is an undergraduate NQF 7 degree that equips individuals with the knowledge and skills to pursue various business-related careers.

CAREER OPPORTUNITIES

Are you interested in becoming a part of an organisation's marketing, operations, or human resources? Are you looking for a better paid job? Do you have a small business which you want to scale? Do you want to better understand the local and international economy?

The Cornerstone Institute Bachelor of Commerce qualification has been designed to enable students to enter or seek promotion within established businesses or, alternatively, to engage in their own entrepreneurial ventures. The qualification is highly practical and ensures that students will be fully prepared to face the challenges of the new, rapidly changing world of work.

The BCom degree currently covers the following core elements of business:

- **Business Management**
- **Operations Management**
- **Economics**
- **Marketing**
- **Human Capital Management**
- **Entrepreneurship**

ACCREDITATION STATUS

All our programmes are accredited by the Council on Higher Education and registered by the Department of Higher Education and Training.

Cornerstone Institute (RF) NPC is registered by the Department of Higher Education and Training as a Private Higher Education Institution under the Higher Education Act, 1997. Registration Certificate No. 2001/HE08/006.

- **Bachelor of Commerce:** Distance mode. Registered by the DHET. Accredited by the CHE as a 360-credit learning programme for higher education at NQF level 7. SAQA ID: 99752. CHE reference: H/PRO96/E016CAN

LEGAL STATUS

Cornerstone Institute is a not-for-profit company (NPC); registration number 2004/025078/08.

MODE OF DELIVERY

*Note that 'Contact Mode' means on-campus studies, and 'Distance Mode' means online studies.

ON-LINE MODE

Distance students experience and engage learning at different levels within the virtual learning space enabled by our e-learning platform, called FUNDA. Students are exposed to learning material presented by passionate, experienced and knowledgeable faculty who understand the needs of the distance student.

Learning on FUNDA takes the form of lectures, readings and discussion forums where student-faculty engagement is facilitated. The learning experience is vibrant, stimulating and interactive.

LANGUAGE POLICY

All classes and communication with students, staff and the public are in English, except where otherwise required in modules based on other languages.

DISCLAIMER

Cornerstone Institute makes every effort to ensure that the information provided in this brochure is accurate and up to date. However, it may be necessary for Cornerstone Institute to make some changes to the information presented in the following document.

This document should be read together with the policies, rules, and regulations of Cornerstone Institute (as may be amended from time to time).

We recommend that you look at the relevant sections in the yearbook of faculties and departments in which you may be interested if you have any additional queries.

Bachelor of Commerce
(Minimum 3 years, 366 credits, NQF 7)
Mode of delivery: Distance

Admission requirements

- National Senior Certificate (NSC) with a bachelor's pass or equivalent
- A Matriculation Certificate (with university exemption) or equivalent
- A Higher Certificate or Advanced Certificate or Diploma in a cognate field
- National Benchmark Test (NBT) results
- The prior qualification must include a minimum of 50% in Mathematics or Mathematical Literacy.

Alternative Admission Requirements (with Senate approval as per Admissions Policy)

- A National Senior Certificate or National Certificate Vocational with a diploma pass (or equivalent) combined with the NBT results
- Mature age of 23 and over during the first year of studies and a National Senior Certificate (or equivalent).The conditions of the Recognition of Prior Learning (RPL) Policy for access and the results of the NBT are determining factors for admission. Contact the admissions office regarding RPL
- Mature age of 45 years can be admitted, determined by the RPL conditions and the results of the NBT

Applicants in the first category under Alternative Admission Requirements must register for the Extended Programme for Academic Development. The Programme extends the completion of the prescribed subjects over a minimum of four years.

Students who are admitted on the basis of prior learning and who want to complete the degree in three years, but who fail more than 20% of modules taken during the first semester, are required to take the first year over two years.

Target groups

The Bachelor of Commerce is targeted at students who are interested in developing a broader understanding of business and who:

- are preparing for a future in the business world
- are budding entrepreneurs aiming to scale their businesses
- are already in work and wanting to advance and develop their careers

Programme-specific outcomes

In their second year, BCom students at Cornerstone may choose two majors from four subjects shown below. The chosen majors are continued into third year.

- Economics
- Human Capital Management
- Marketing
- Operations Management

Each major has its own specified modules in the curriculum, and each module has its own set of learner outcomes.

ECONOMICS

OUTCOMES

Students completing the Economics major will be able to:

- Describe the basic concepts of macroeconomics and microeconomic theory
- Explain how economic problems are solved to ensure economic growth
- Analyse and interpret the concepts and modern theories about supply, demand and price determination
- Critically analyse and interpret macro-economic events and policy issues
- Demonstrate ability to apply concepts to international and financial markets
- Identify the common barriers in the process of economic development and know how to overcome these challenges in the South African context.

MODULES

Economics-specific modules in second and third year include:

- Microeconomics
- Macroeconomics
- International Economics and World Trade
- Development Economics
- Economics Work-integrated Project

For a description of each module, please see 'Module descriptions' in the **Yearbook.**

HUMAN CAPITAL MANAGEMENT

OUTCOMES

Students completing the Human Capital Management major will be able to:

- Demonstrate thorough knowledge and understanding of the key concepts, theories, models and research techniques in human capital management
- Clarify the major drivers of change in the workplace and how to manage and support employees through structured change processes
- Establish the foundations of teamwork in the physical and digital environments and how to build and optimise team collaboration
- Manage human capital and understand the strategic decisions required to ensure that there is optimal management of a business's human capital
- Establish the core elements of building and managing a talent pipeline and measuring and managing employee performance
- Demonstrate strategies to maintain and strengthen employee training and development and work place diversity
- Manage employee and labour relations as an integral part of everyday business management with specific reference to the South African context

MODULES

Human capital management-specific modules in second and third year include:

- Managing Constant Change
- Learning and Development
- Basic Applied Psychometrics
- Teamwork in a Digital Era
- Employment Relations
- Strategic Human Capital Management
- Human Capital Management Work-integrated Project

For a description of each module, please see 'Module descriptions' in the **Yearbook.**

MARKETING

OUTCOMES

Students completing the Marketing major will be able to:

- Describe the role and importance of marketing in relation to other key functions within a business and the process to positive customer value and competitive advantage
- Apply the fundamental principles and concepts of marketing with emphasis on areas such as strategic branding, customer experience, digital marketing and marketing research
- Define marketing problems and use research analytics to structurally execute, analyse and derive meaningful information from marketing research
- Apply appropriate methods and tools to formulate, implement, monitor and evaluate marketing strategies in diverse organisational and market situations.
- Develop strategic branding and creative marketing campaigns, using digital communication technologies and other tools
- Integrate the cultural, social, legal and ethical considerations into marketing strategies in developing responsible and customer-centric organisations

For a description of each module, please see 'Module descriptions' in the **Yearbook.**

MODULES

Marketing specific modules in second and third year include:

- Customer Experience
- Digital Marketing and Sales
- Strategic Branding and Integrated Communications
- Business Integrated Customer Experience
- Sustainable User-centred Marketing
- Marketing Work-Integrated Project

OPERATIONS MANAGEMENT

OUTCOMES

Students completing the Operations Management major will be able to:

- Demonstrate an effective understanding of the strategic role of operations and supply chains in creating customer value, driving performance and achieving competitive advantages for organisations
- Apply fundamental concepts and principles in key functional areas such as planning, procurement, manufacturing, logistics and supply chain financials, as well as risk management and governance
- Critically analyse and interpret the challenges in value chain alignment, strategic fit, integrated planning and digital transformation, and be able to problem-solve in overcoming these challenges
- Understand the role of customer and supplier relationship management in collaboration, coordination and integration of supply chain processes
- Design, model and optimise value chain networks, while recognising the critical importance of green logistics, globalisation and strategic alliances
- Apply various continuous improvement methodologies in operations to achieve world class performance

MODULES

Operations management-specific modules in second and third year include:

- Industry 4.0 in Manufacturing
- Aligning Supply Chains
- Strategic Value Chain Management
- Lean, Sustainable Continuous Improvement
- Operations Management Work-integrated Project

For a description of each module, please see 'Module descriptions' in the **Yearbook.**

Financial Management

Students who have completed the Financial Management stream should be able to:

- Analyse and interpret financial statements and advanced datasets to evaluate liquidity, profitability, cash flow, valuation, and overall firm performance.
- Apply costing methods, budgeting and variance analysis to design managerial control systems and recommend cost-improvement actions.
- Evaluate financing and investment decisions including capital structure, dividends, mergers and acqui sitions, and cross-border opportunities using risk-adjusted and discounted cash flow techniques.
- Manage financial risks with appropriate instruments and policies (e.g., foreign exchange exposure, derivatives, scenario/sensitivity analysis) aligned to governance requirements.
- Identify and address legal and tax implications of business decisions by applying core principles of company/contract law, competition/consumer law, intellectual property, and corporate tax rules.
- Prepare compliant, decision-useful financial reports and disclosures in line with applicable standards, and communicate insights clearly to diverse stakeholders.

For a description of each module, please refer to the "Module Descriptions" section in the Yearbook, available on our website.

www.cornerstone.ac.za

LEARN TO CHANGE THE WORLD

PHYSICAL ADDRESS:

6thfl Rex Trueform
Office Park
33 Aubrey Street
Salt River

TELEPHONE NUMBER:
+27 (0)21 448 0050

EMAIL:
helpdesk@cornerstone.ac.za
www.cornerstone.ac.za

SCAN THE QR CODE FOR MORE INFORMATION