

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Programme Overview

Our Bachelor of Business Administration (BBA) degree provides you with the knowledge and skills general management requires; relevant skills to progress in your career in a management environment across all sectors. The BBA programme has been developed for people like you who need to know how business organisations function, through an in-depth investigation of key general management functions and of what it takes to manage such functions.

Compulsory Modules

- Strategic Management I, II, III
- Human Resource Management I, II
- Project Management I, II
- Financial Management I, II
- Marketing Management I, II
- Economics I, II
- Business Law
- Research Methodology

Electives: (Major) choice of one in 3rd year *

- Human Resource Management III
- Project Management III
- Financial Management III
- Marketing Management III
- Economics III

* Based on student numbers

Electives: (General) choice of one in 3rd year *

- Change Management
- Negotiation and Conflict Management

Entry Requirements?

Applicants will need an NQF Level 4 qualification (e.g. Matric exemption) and basic computer skills. Students who have completed an NQF qualification, but have not been granted university exemption, may commence with the Regenesys Higher Certificate in Business Administration and progress to BBA thereafter.

- Information and Communication Technology
- Quality and Customer Relations Management

* Based on student numbers

Exit Level Outcomes

Upon completion of this programme, you will be able to:

- Demonstrate competence in communicating effectively in the business environment
- Demonstrate an understanding of concepts relating to research methodology and the ability to prepare a research proposal
- Demonstrate an understanding of and the ability to apply management principles in the business environment
- Demonstrate an understanding of the economic environment that influences business managers
- Demonstrate knowledge of business law and its implications for business management
- Demonstrate basic knowledge of financial management in the business management environment
- Demonstrate knowledge of labour law and its implications for business management
- Demonstrate understanding of project management and the ability to implement project management in the business

Programme Structure

The BBA is an NQF Level 7 qualification, with 360 credits.

The qualification is offered over a minimum period of 3 years.