

# BACHELOR OF BUSINESS ADMINISTRATION: **BANKING**

## Programme Overview

A BBA: Banking will enable you to demonstrate integrated knowledge of relevant strategic management theories and models in developing a bank strategic plan, and to evaluate and interpret financial statements to assess the viability of the bank and make informed decisions.

## Compulsory Modules

- Banking I, II, III
- Credit Management I, II, III
- Economics I
- Financial Management I, II
- Information & Communication Technology I
- Introduction to Strategic Management
- Marketing I, II
- People Management

## Electives: Choice of one in third year

- Financial Management III
- Marketing Management III
- Strategic and Change Management III

## Exit Level Outcomes

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

- Develop a strategic plan for a Banking organisation

- Apply strategic human resource management models to the banking environment
- Develop a marketing strategy for a banking organisation.
- Assessing the implementation of credit policy in the Banking organisation
- Analyse a bank's financial performance and develop strategies for improvement of profitability
- An understanding of the management of the operations of a bank
- Assess the impact of macro-economic variables on the functioning of a bank
- Explain the role of Information and Communications Technology (ICT) on the functions of a Bank
- Apply strategic planning models to the banking sector

## Entry Requirements?

A NQF Level 4 qualification (e.g. Matric exemption) and basic computer skills.



## Programme Structure

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

This qualification is offered over a minimum of 3 years.