

BACHELOR OF BUSINESS ADMINISTRATION: RETAIL MANAGEMENT



Programme Overview

This programme provides a fundamental education in retail management concepts, principles, theories, and models and prepares graduates for a broad range of job opportunities within retail sector.

Core Modules

- Economics I
- Financial Management I, II
- Information Communication Technology
- People Management I, II,
- Retail Management I, II, III
- Retail Marketing I, II
- Retail Strategic Management I, II

Electives: Choice of two *

- Financial Management III
- Retail Marketing III
- People Management III

* Based on student numbers

Entry Requirements

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

Programme Structure

- NQF Level 7 qualification, with 360 credits.
 - This qualification is offered over 3 years.
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