BACHELOR OF BUSINESS ADMINISTRATION

QUALIFICATION:
BACHELOR
OF BUSINESS
ADMINISTRATION
SAQA ID 61700, NQF Level 7

MAJOR: Human Resource Management

MODE OF DELIVERY:
Distance Learning/
Distance Learning Online

DESCRIPTION AND PROGRAMME PURPOSE

The Bachelor of Business Administration (BBA) with a major in Human Resource Management (HR) is designed to offer a well-balanced exposure to the knowledge, skills and attitudes required to operate effectively in a general management environment, or as a foundation for postgraduate studies in Business Administration or related areas. The BBA qualification sets a broad foundation for a conceptual and functional understanding of business management issues, and this qualification is built around learning areas in Business Management with a major in Human Resource Management. Students are exposed to specific areas in HR in a carefully integrated manner that reinforces lateral learning to achieve the set outcomes of the qualification. One of the exit outcomes of the qualification focuses specifically on developing an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development. In addition to the major focus areas, students are exposed to fields such as Project Management, Business Management and Leadership Development, which are selected to align the qualification to the demands of the contemporary business organisation.

WHO SHOULD ENROL

The BBA degree with a major in HR would be suitable for candidates:
- who require a generalist qualification as foundation in the fields of Business and Human Resource Management.
- who would like to acquire knowledge of the key principles, rules and theories applicable to management, with a focus on the Human Resource Management discipline.
- who would like to pursue a formal qualification for a desired career or even career advancement in the field of Business and Human Resource Management.
- who regard themselves as entrepreneurs and would like to start their own business or who need a more formal qualification to run their current business more successfully. At the end of the qualification, students will be able to contribute to their own business venture or the workforce in a positive, ethical, and sustainable manner.

PROGRAMME OUTCOMES

Successful completion of this qualification should enable the student to:
- Communicate effectively in a business environment.
- Demonstrate competence in conceptualising, conducting and reporting on business research at a basic level.
- Demonstrate an understanding and application of management principles in a business environment.
- Determine the potential impact of legal and economic factors on a business organisation.
- Demonstrate a functional understanding of the roles, core processes and interfaces between the various departments of a business.
- Demonstrate the ability to contribute to a process of driving transformation and change within a business organisation.
- Demonstrate an understanding of the entrepreneurial process and the role of entrepreneurship in business and economic development.

In the table below, the "Year 1, Year 2, and Year 3" columns correspond with the complexity of the coursework and progression of the academic levels. These labels align with international BBA standards. The columns do not represent the time it takes for a student to complete the qualification at Milpark. Students have a minimum of four (4) years, and a maximum of nine (9) years, to complete the qualification. This allows for flexibility on the learning journey, at a pace that enables students the best possible opportunity for successful outcomes.

PROGRAMME STRUCTURE

BBA WITH A MAJOR IN HR
MODULE COMPOSITION/STRUCTURE (390 credits)

Year 1	Year 2	Year 3
Induction to Business Studies INDBS1-5 (2/5)*	Finance for Managers FMAN02-6 (20/6)	General Management GMAN01-7 (16/7)
Business Numeracy BNUM01-5 (3/5)*	Principles of Human Resource Management HRMA01-6 (20/6)	Organisational Behaviour ORGB02-7 (20/7)
Introduction to Business Management INBM02-5 (20/5)	Business Ethics BUSE02-6 (20/6)	Business Research Methods BREM01-7 (20/7)
Business Communication BCOM02-5 (12/5)		Performance and Productivity Management PPMA01-7 (20/7)***
Principles of Microeconomics PMIC02-5 (20/5)		
End-User Computing ENDU01-5 (10/5)**		
Year 1	**Year 2**	**Year 3**
Marketing Management Practice PMAR01-6 (20/6)	Management and Leadership MLED02-6 (20/6)	Entrepreneurship ENPS02-7 (18/7)
Business Law BLAW1B-6 (14/6)	Workplace Relations WREL01-6 (20/6)	Technology and Innovation Management TIMA01-7 (20/7)****
Principles of Macroeconomics POME02-6 (15/6)	Project Management PROM02-6 (20/6)	Strategic Human Resources Perspectives SHRP01-7 (20/7)****
Principles of Accounting ACCP02-5 (20/5)		
136	120	134

* Please note that INDBS1-5 and BNUM01-5 are only offered via Distance Learning Online (DLO) and should be completed in the first semester of study.

** This subject must be registered for by all first-year students at the beginning of Semester 1; the subject is only available on DL.

*** Subject only offered in Semester 1.

**** Subjects only offered in Semester 2.

NOTE: specialist modules relating to your chosen major may be on offer via distance learning

MODULE DESCRIPTIONS

BUSINESS COMMUNICATION BCOM02-5
Effective communication is essential for the proper functioning and development of any business. In this module, you will be introduced to communication theory in general, and to communication in the organisation specifically. The module will further address the requirements for effective communication within a business context – both verbal (spoken and written) and non-verbal. All of this will happen within the boundaries of good academic reasoning and writing. In short, this module will help you to gain the essential skills to be an effective communicator within a business context.t.

BUSINESS ETHICS BUSE02-6
Ethical behaviour by employees makes a substantial contribution to the long-term viability of a business. In this context, decisions are taken by individuals or groups within an organisation. The purpose of this module is to enable students to participate in ethical decision-making in the business environment. The module covers the importance of corporate governance globally, as well as locally, with the focus on the individual and the business environment.

BUSINESS LAW BLAW1B-6
This module covers the South African legal framework as it relates to the business environment. Specific reference is made to the principles of contracts applicable in the commercial environment. The requirements for a valid contract, as well as the consequences of valid, void and voidable contracts are dealt with. In order to ensure relevance, the law of contract is dealt with as it applies to different commercial interactions, including agency, sale, letting and hiring, insurance, surety, negotiable instruments, consumer credit agreements, and consumer protection.

BUSINESS NUMERACY BNUM01-5
In this induction module, students are provided with the essential mathematics and business numeracy skills and knowledge to be successful with entry-level business degree studies in subjects that require these skills and knowledge. The course is divided into two weeks. Topics 1 and 2 focus on the basic numerical skills such as integers, fractions, decimals, notation, percentage, ratio and proportion. Topics 3 and 4 focus on business-related applications such as equations and formulae, representation and analysis of data, measurement and tax calculations.

BUSINESS RESEARCH METHODS BREM01-7

Business research is about a systematic inquiry that helps to solve business problems and contribute to management knowledge. The purpose of this module is to introduce you to basic business research methodology. This module will guide you towards identifying and describing a research problem, drafting a basic research design to investigate the problem, and engaging in a literature review. The final task will be to draft a basic research proposal that will serve as a blueprint for a possible research project.

END-USER COMPUTING ENDU01-5

The purpose of this module is to provide students with essential knowledge and skills in the use of the computer and computing devices to support various study and work functions. Students learn fundamental theory on the structure and function of the computer and computer networks. Then there is a practical component focused on application programs, including word processing, spreadsheets and presentation, as well as the use of the internet. The module places a stronger emphasis on the practical component.

ENTREPRENEURSHIP ENPS02-7

This module covers the important principles and theories that students must consider when establishing a new business venture. We explore the nature, significance and characteristics of entrepreneurs. Students learn how to generate ideas and develop them into viable opportunities and build competitive advantage to protect their opportunities. Creative and innovative thinking is applied to generate business opportunities. This module will equip students with entrepreneurial skills that are needed to address challenges and demands facing economies worldwide.

FINANCE FOR MANAGERS FMAN02-6

This module introduces you to basic financial management principles and empowers you to better understand the financial aspects of business and management decisions. The purpose of the course is to enable students to understand finance and its associated terminology. It will enable you to analyse financial statements, complete basic cash and capital budgeting, manage working capital, make valid pricing decisions and assess project progress and returns. Principles of Accounting ACCP02-5 is a prerequisite for this module.

GENERAL MANAGEMENT GMAN01-7

The General Management module builds on the fundamental principles of business management learnt in earlier modules in the first and second years of your study. It aims at developing general management competencies in areas such as planning, organisational structure, decision-making, teamwork, leadership and motivation. It also aims at strengthening your knowledge of critical and contemporary management issues, such as ethics, corporate social responsibility and workforce diversity. The emphasis lies in the integration of these diverse competencies and skills sets to enable you as emerging manager to function effectively in a dynamic business environment. *Management and Leadership MLED02-6 is a prerequisite for this module.*

INDUCTION TO BUSINESS STUDIES INDBS1-5

On this induction module, students are provided with the skills and knowledge to be successful with entry-level business degree studies. Making the most of the online learning environment is at the heart of success for degree studies and students are exposed to the requirements, practices and techniques that will help them to succeed. The academic reading and writing component exposes students to good reading techniques, guides them through the writing process, and helps them to write successful academic essays. The study skills component is aimed at providing students with basic information and techniques on how to improve their study skills, from preparation to exams. *Students need to register for this module and Business Numeracy BNUM015 before they will be allowed to register for any further modules.*

INTRODUCTION TO BUSINESS MANAGEMENT INBM02-5

This module introduces the students to the fundamental principles of management and the essential skills and competencies needed for effective management. Students are exposed to the primary management tasks of planning, organising, leading and controlling. Supporting management tasks such as communication, motivation and delegation are also covered. Further, students are introduced to how these management competencies and tasks are applied across management functions; notably, operations, financial, marketing, and human resources management.

MANAGEMENT AND LEADERSHIP MLED02-6

The purpose of this module is to provide a holistic picture of the dynamic and evolving concept of leadership, taking into account typical African circumstances, values and beliefs in order to equip students with entrepreneurial and managerial leadership skills that will contribute towards the facilitation of a transformed African society. Students will be exposed to the basic strategies that can be implemented to ensure successful leadership and change initiatives in the corporate environment. A structured approach to ethical, transformational, and entrepreneurial leadership will also be presented. *Introduction to Business Management INBM02-5 is a prerequisite for this module.*

MARKETING MANAGEMENT PRACTICE PMAR01-6

The purpose of this module is to provide a holistic picture of the field of marketing management and the resultant marketing strategies that can be implemented to obtain a competitive advantage. The module provides more insight into the context of the contemporary marketing landscape and presents students with a structured approach to developing a marketing plan. Topics include an analysis of the marketing environment, market targeting and positioning, as well as strategies that can be implemented to obtain a competitive advantage.

ORGANISATIONAL BEHAVIOUR ORGB02-7

Organisational Behaviour will excite students and stimulate plenty of debate on contemporary issues affecting any organisation in South Africa and abroad. The field embraces a system-wide approach to planned change in an organisation. The goal of such planned change is to achieve both efficiency and effectiveness. The principles and practices of behavioural science relevant to the change process at organisational level, will be covered. In addition, students will be introduced to the assumptions, strategies,

models and intervention techniques needed to assess the current position of an organisation and to effect change towards desired goals. *Principles of Human Resource Management HRMA01-6 is a prerequisite for this module.*

PERFORMANCE AND PRODUCTIVITY MANAGEMENT PPMA01-7
The aim of this module is to assist management to establish an appropriate performance management system to attract, retain and motivate employees and address poor performance; to translate and cascade broad organisational performance drivers into team and individual performance targets; to conduct performance appraisal such as MBO, 360° assessment, KPI and CSF performance feedback and development, and rater errors. It also includes relevant HR policy and evaluating the success of the performance management system.

PRINCIPLES OF ACCOUNTING ACCP02-5
This module introduces students to the basic principles of accounting. The double-entry principle and accounting equation are addressed. In addition, students are introduced to different types of journal entries, ledger accounts and bank reconciliation statements. Different types of financial statements are also introduced.

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT HRMA01-6
This module consists of a detailed look at the Human Resource Value Chain. Students will be introduced to HR activities that include attracting, motivating, engaging, developing, retaining and performing Strategic HR planning, aligned to the overall business strategy. Through linking with the HR value chain, the management of employees will become a vital link to sustaining competitive advantage. The aim of the module is to develop students who will conduct these activities in a consistent, fair and effective manner while taking the framework of the South African environment into consideration.

PRINCIPLES OF MACROECONOMICS POME02-6
Macroeconomics focuses on the economy as a whole. The economic system is studied as a total with special attention paid to aggregate economic behaviour and aggregate economic performance. In order to do this, students will be introduced to topics such as total production, income and expenditure, economic growth, unemployment, inflation and the balance of payments. Through linking economic action on a microeconomic level (the individual), with economic action on a macroeconomic level (all the individuals added together) we develop an overall view of the economy. The aim of this module is to develop students' understanding of the structure and performance of the South African economy.

PRINCIPLES OF MICROECONOMICS PMIC02-5
This module aims to introduce students to the discipline of economics, including microeconomic theory and its application to economic analysis. Economic principles are then applied to a wide range of individual and business applications to give a solid grounding in microeconomics. The module emphasises the importance of managing scarce resources, demand and supply, the price mechanism, and consumer and producer equilibrium in an economy. It also provides a basic understanding of the different market structures that exist. Economic concepts, tools and techniques will be evaluated as explanations of economic behaviour.

PROJECT MANAGEMENT PROM02-6
This module covers the application of fundamental management principles in the management of projects. It runs along the well-known Project Management Body of Knowledge (PMBoK). All the well-known knowledge areas and processes of project management are given detailed treatment. This is further reinforced by the extensive use of case studies and practical scenarios to bring theoretical concepts to life.

STRATEGIC HR PERSPECTIVES SHRP01-7
The aim of the module is to expose the third-year Human Resource Management (HRM) students to a uniquely South African perspective on strategic human resource management in the context of the Fourth Industrial Revolution (Industry 4.0), which will require an innovative and adaptive approach from HRM students in their future careers. The theory will form the basis of a practical project, and the final submission will be online. *Principles of Human Resource Management HRMA01-6 is a prerequisite for this module.*

TECHNOLOGY AND INNOVATION MANAGEMENT TIMA01-7
The module aims to equip students with the generic knowledge needed to manage the introduction or change of technology, its impact on the organisation's operations, and ultimately, on the attainment of organisational objectives. Key themes covered in the module include the strategic importance of innovation and technology management, managing disruptive change and harnessing the technology lifecycle. *This module is on offer only in Semester 2 on DL.*

WORKPLACE RELATIONS WREL01-6
This module is aimed at providing the student with an overview of the complex nature of the employment relationship in South Africa, both from an individual and collective perspective. The student is introduced to the interpersonal relationship between employer and employee and the various stakeholders that encompass the employment relationship. The outcome of the module is to enable the student to understand and acquire the necessary skills to address contemporary workforce-related issues within the South African labour legislative framework. The purpose of this module is to equip the student to practically apply skills acquired to confidently address employment-related issues and conflict-handling within the South African context. *Principles of Human Resource Management HRMA01-6 and Business Law BLAW1B-6 are prerequisites for this module.*

ADMISSION REQUIREMENTS
The admission criteria for the Bachelor of Business Administration are as follows:

If the candidate matriculated in 2007 or earlier
Candidates who matriculated in 2007 or earlier require a Senior Certificate with matriculation endorsement/exemption for degree studies. Candidates who have a Senior Certificate

but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (https://mb.usaf.ac.za/).

If the candidate matriculated in 2008 or later
Candidates require a National Senior Certificate (NSC) with a minimum of 50% in four NSC 20-credit subjects, including English as the language of instruction at Milpark Education, as certified by Umalusi. (Life Orientation is not a 20-credit-bearing subject.) Candidates who have a National Senior Certificate (NSC) but who do not meet the matriculation endorsement/exemption requirements stated above, may apply to Universities South Africa (USAF), for mature age exemption (https://mb.usaf.ac.za/).

Candidates who have completed a relevant Higher Certificate (NQF 5) or Diploma (NQF 6) in the field of business or commerce, may also be admitted to the BBA degree.

Other / International certificates
Further to the requirements for admission provided above, foreign nationals or South African nationals, seeking to apply for admission onto the qualification based on a non-South African/foreign senior school leaving certificate, must obtain and submit to Milpark, a Certificate of Exemption from Universities South Africa (USAf) (www.usaf.ac.za).

Applicants with foreign senior school leaving certificates, who have already completed the equivalent of a South African Grade 12, are advised to submit their USAf Certificate of Exemption at the time of applying online for the Milpark bachelor's degree.

Any foreign national or South African national, seeking admission based on a non-South African/foreign tertiary qualification must obtain and submit to Milpark a Certificate of Exemption from Universities South Africa (USAf) (www.usaf.ac.za) at the time of applying for admission onto the qualification.

Recognition of Prior Learning (RPL) applications
Milpark admits a small number of students onto its programme via Recognition of Prior Learning (RPL). Applicants interested in applying via RPL will be considered individually by the relevant Head of School.

MODE OF DELIVERY

Students are required to select their mode of study on admission. Please note that there are mode factsheets available that explain each mode in detail.
A change of mode will only be allowed in specified circumstances. An application has to be submitted to the Academic Committee for consideration.

Select one of the following modes available for this specific programme:
- Distance learning (DL)
- Distance learning online (DLO).

Note: Specialist modules relating to your chosen major may be on offer via distance learning only.

ACCESS TO TECHNOLOGY

Milpark provides students with materials, resources, formative and summative assessments (including online tests and quizzes), discussion opportunities and a number of administrative services as part of the *myMilpark* and *myCourses* online tuition and support environments. Course materials contain links to additional external resources in the form of links to downloadable documents, websites and videos.

Having access to the above online facilities is essential for efficient communication, learning and success. The student will need continuous (daily) access to study, using the resources mentioned above, and to submit and receive assignments.

Summative assessments (exams) and selected formative assessments will be invigilated remotely with well-proven online proctoring services. Students will need to use their own device and ensure that they have a stable internet connection and the minimum system requirements in place.

Minimum system requirements
1. Reliable broadband (high-speed) internet access
2. Firefox/Chrome/Edge web browser
3. Microsoft Word
4. PDF Viewer
5. Ability to scan and upload documents
6. Email/cellphone for notification and communication
7. Access to Microsoft 365 using Milpark student credentials.

For remotely proctored exams, students need their own device (laptop, Mac or desktop) with the following minimum system requirements in place:

	Windows	Mac	Linux	Chrome OS
Operating System	Windows 7+	macOS 10.11+	Ubuntu 18.04+	Chrome 58+
Processor	Intel Pentium or better	Intel	Intel Pentium or better	Intel or ARM
Free Disk Space	250 MB	250 MB	250 MB	250 MB
Free RAM	2 GB[1]	2 GB[1]	2 GB[1]	1 GB[1]
Upload Speed	0.092 Mbps – 0.244 Mbps[2]			
Microphone	Any Microphone, either internal or external[3]			
Webcam	320x240 VGA resolution (minimum) internal or external[3]			

1. Free RAM is the minimum amount of memory that is not in use by other applications.
2. Depends on the exam settings, secure browser has no upload speed requirement.
3. Only required for proctoring, secure browser functionality does not require audio/visual recording.

STUDENT SUPPORT

Library access

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere, at the same time, online.

There is no need to make reservations and requests, and no limit on the time a student has to access a book. With the implementation of Cyberlibris, students also have access to full-text resources via ProQuest (global), Emerald (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

Tutor

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems have access to a student counsellor. All support services are available to registered students via *myMilpark (myCourses).*

RULES OF PROGRESSION

1. Candidates may NOT register for any Year 2 or Year 3 modules if they still have four or more modules outstanding from the previous year.
2. Candidates with any outstanding first-year module(s) may NOT register for any third-year module.

ASSESSMENT

Formative assessment contributes 30% to the final mark and consists of a combination of assignments and tests. The exact formative structure per module will be communicated to students at the start of the semester.

Students will complete a final, summative assessment per module at the end of each semester, which contributes 70% towards the final mark. Students need to obtain a sub-minimum mark of 40% in the final, summative assessment, and an overall mark of 50%, in order to pass the module.

DURATION

Distance-learning students have a minimum of four years and a maximum of nine years to complete the qualification.

CERTIFICATION

On successful completion of the qualification, students will receive a Bachelor of Business Administration Degree, NQF Level 7. The Bachelor of Business Administration is accredited by the Higher Education Quality Committee of the Council on Higher Education (CHE).

FURTHER STUDIES

Milpark Education is committed to the process of lifelong learning and opening access to higher education. The programme is at NQF level 7 and it will provide for articulation options into NQF level 8 programmes. Students may proceed narrowly to Milpark's Postgraduate Diploma in Business Administration.

A student who transfers from one qualification to another within Milpark Education, may be given credit for some modules successfully completed. Beyond Milpark Education, this qualification should articulate with other qualifications in the relevant fields of professional administration and business management.

A student who has completed certain modules on this qualification at Milpark Education and who wishes to transfer to another tertiary-level institution, should be able to apply for exemption from relevant modules on the basis of the modules that have been passed at Milpark Education.

PRICING

All module fees include one round of formative and summative assessments (supplementary examinations excluded). Module fees do not include the cost of prescribed textbooks, which will be for the students' own account. The prescribed book list will be available on *myMilpark*, on registration.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the programme content due to changes in legislation, market requirements, and other reasons. Notice of such changes will be published on our website.

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