

DESCRIPTION

The Bachelor of Business Administration (BBA) degree is aimed at students in the private and public sectors who are or will be responsible for managing people, resources and/or projects, portfolios, disaster risk reduction, retail, logistics, advertising and promotions, to name but a few.

The structure of the Bachelor of Business Administration enables candidates to select the elective focus areas that meets the roles and responsibilities required by a range of industries in the private and public sectors.

ADMISSION REQUIREMENTS

- a Senior Certificate (SC) with degree endorsement; **OR** **NAMIBIAN STUDENTS**
- a National Senior Certificate (NSC) with a minimum of 50% in four 20-credit modules and a minimum of 40% in English Home Language or First Additional Language; **OR**
 - 25 points over 5 modules
- a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 50% in three fundamental modules, including English; and a minimum of 60% in three vocational modules; **OR**
- a relevant N6 National Diploma



Scan to learn more:



OTHER ACCESS PATHWAYS



Scan to learn more:



MATURE AGE EXEMPTION

MINIMUM SYSTEM REQUIREMENTS

- Wi-Fi: Reliable broadband Internet access (Wi-Fi is available on all of our campuses, but you may prefer access from home as well).
- Web browser: Edge/Chrome/Safari/Opera/FireFox.
- Computer/Laptop: A current Windows or Apple Mac computer/laptop capable of running the Office 365 software. Office 365 includes Word, Excel, PowerPoint and Outlook.
- PDF Viewer: The free Adobe Acrobat software.
- Scanning documents: Ability to scan and upload documents (typically from your cellphone or smartphone).
- Email/cellphone for notification and communication.
- Communication: A cellphone or smartphone for receiving notifications and communication.

CURRICULUM OUTLINE

ELECTIVE FOCUS AREAS

DISASTER RISK REDUCTION	ENTREPRENEURSHIP & INNOVATION MANAGEMENT	
HUMAN RESOURCE MANAGEMENT	LOGISTICS MANAGEMENT	MARKETING MANAGEMENT
PROJECT MANAGEMENT	PUBLIC SECTOR MANAGEMENT	

ELECTIVE FOCUS AREAS	1st YEAR	2nd YEAR	3rd YEAR
<p>DISASTER RISK REDUCTION</p> <p>Prepares students to manage and mitigate risks associated with natural and man-made disasters. They gain expertise in strategic planning, emergency response, and risk assessment, preparing them for roles in disaster management, humanitarian assistance, and resilience-building. Graduates are positioned to lead efforts in reducing vulnerabilities and enhancing community preparedness in both public and private sectors.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Disaster Risk Reduction I DRR101 (20 credits) Information Management INF152 (15 credits) Business Law BLA101 (15 credits)	Accounting I ACC152 (20 credits) Disaster Risk Reduction II DRR201 (20 credits) Development Economics DEC20B (15 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Disaster Risk Reduction III DRR301 (25 credits) Management III MAN301 (35 credits) Research Methodology REM372 (20 credits) Public Sector Financial Management PFB101 (30 credits)
<p>ENTREPRENEURSHIP & INNOVATION MANAGEMENT</p> <p>Students will develop the skills to launch and manage innovative business ventures with a focus on identifying market opportunities, driving innovation, and managing business growth, preparing them for roles as entrepreneurs, innovation managers, or business development leaders. Graduates are equipped to lead in dynamic environments, fostering creativity and strategic thinking in both startups and established organisations.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Entrepreneurship & Innovation Management I EIM101 (20 credits) Information Management INF152 (15 credits) Business Law BLA101 (15 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Entrepreneurship & Innovation Management II EIM201 (20 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Entrepreneurship & Innovation Management III EIM301 (25 credits) Management III MAN301 (35 credits) Research Methodology REM372 (20 credits) Financial Management FMA101 (30 credits)
<p>HUMAN RESOURCE MANAGEMENT</p> <p>Students are prepared to lead in managing organisational talent and fostering employee development. They focus on strategic HR planning, labor relations, and performance management, equipping them for roles such as HR Manager, Talent Acquisition Specialist, or Organizational Development Consultant. Graduates are ready to shape workplace culture, drive employee engagement, and contribute to achieving organizational goals through effective human capital management.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Human Resource Management I HRM101 (20 credits) Information Management INF152 (15 credits) Labour Law I LLA101 (20 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Human Resource Management II HRM201 (20 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Human Resource Management III HRM301 (25 credits) Management III MAN301 (35 credits) Research Methodology REM372 (20 credits) Financial Management FMA101 (30 credits) OR Public Sector Financial Management PFB101 (30 credits)

CURRICULUM OUTLINE

ELECTIVE FOCUS AREAS	1st YEAR	2nd YEAR	3rd YEAR
<p>LOGISTICS MANAGEMENT</p> <p>Students are equipped to optimize supply chain operations and manage the flow of goods and services. They focus on logistics strategy, transportation management, and inventory control, preparing them for roles such as Logistics Manager, Supply Chain Analyst, or Operations Coordinator. Graduates are skilled in improving efficiency, reducing costs, and ensuring timely delivery across various industries.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Information Management INF152 (15 credits) Logistics Management I LOG101 (20 credits) Business Law BLA101 (15 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Leadership LDR101 (20 credits) Logistics Management II LOG201 (20 credits) Management II MAN201 (25 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Logistics Management III LOG301 (25 credits) Management III MAN301 (35 credits) Research Methodology REM372 (20 credits) Financial Management FMA101 (30 credits)
<p>MARKETING MANAGEMENT</p> <p>Students are prepared to lead in creating and executing marketing strategies that drive brand growth and customer engagement. They focus on market research, digital marketing, and consumer behavior, equipping them for roles such as Marketing Manager, Brand Strategist, or Digital Marketing Specialist. Graduates are skilled in crafting compelling campaigns, analysing market trends, and enhancing a brand's presence in competitive markets.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Information Management INF152 (15 credits) Marketing Management I MAR101 (20 credits) Business Law BLA101 (15 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Marketing Management II MAR201 (20 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Management III MAN301 (35 credits) Marketing Management III MAR301 (25 credits) Research Methodology REM372 (20 credits) Financial Management FMA101 (30 credits)
<p>PROJECT MANAGEMENT</p> <p>Students are trained to lead projects from initiation to completion, ensuring they meet objectives on time and within budget. They focus on project planning, risk management, and resource allocation, preparing them for roles such as Project Manager, Program Manager, or Operations Coordinator. Graduates are equipped to manage complex projects across various industries, driving efficiency and achieving strategic goals.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Information Management INF152 (15 credits) Project Management I POM101 (20 credits) Business Law BLA101 (15 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Project Management II POM201 (20 credits) Governmental Economics DEC20A (15 credits)	Corporate Governance CGE101 (20 credits) Management III MAN301 (35 credits) Project Management III POM301 (25 credits) Research Methodology REM372 (20 credits) Financial Management FMA101 (30 credits) OR Public Sector Financial Management PFB101 (30 credits)
<p>PUBLIC SECTOR MANAGEMENT</p> <p>Students are prepared to lead and manage public institutions, focusing on policy implementation, governance, and service delivery. They develop skills in public administration, strategic management, and regulatory compliance, equipping them for roles such as Public Sector Manager, Policy Analyst, or Municipal Administrator. Graduates are capable of driving improvements in public services, ensuring accountability, and fostering effective governance in the public sector.</p>	Business Communication BCU101 (15 credits) Business Management MAN152 (20 credits) Economics for Managers I MEC152 (20 credits) End User Computing EUC152 (10 credits) Information Management INF152 (15 credits) Public Sector Management I PMB101 (20 credits) Labour Law I LLA101 (20 credits)	Accounting I ACC152 (20 credits) Development Economics DEC20B (15 credits) Leadership LDR101 (20 credits) Management II MAN201 (25 credits) Governmental Economics DEC20A (15 credits) Public Sector Management II PMB201 (20 credits)	Corporate Governance CGE101 (20 credits) Management III MAN301 (35 credits) Research Methodology REM372 (20 credits) Public Sector Management III PMB301 (25 credits) Public Sector Financial Management PFB101 (30 credits)
CREDITS PER YEAR	115 OR 120	115	130