

### CAMPUSES

BELLVILLE  
(CAPE TOWN)

CENTURION  
(PRETORIA)

## DESCRIPTION

The STADIO BCom degree will equip you with conceptual understanding, knowledge, theory, skills, methodology and capacity to function effectively in the business environment of the future. You will gain advanced management knowledge and skills and will be able to make ethical decisions in a rapidly changing business environment driven by technological advances. In the first year of study the focus is on laying a solid foundation in the supporting areas of knowledge, namely mathematical concepts and principles, statistics, legal principles, and information technology. The core areas of economics and accounting are developed up to the second year of study, while the focus is on management, entrepreneurship, and research in the third year of study. If you choose one of the nine elective majors, the third-year focus shifts to the chosen field of specialisation, while still covering strategic management, as well as the management of technology and innovation at the exit level.

Lastly, you will also get exposure to an introductory research module, as well as an extensive 25-credit project in year 3 of your studies. The project will be informed by research and aims to integrate the understanding, knowledge, theory, and skills across the core areas of study.

## ADMISSION REQUIREMENTS

- a Senior Certificate (SC) with degree endorsement and a minimum symbol of E in Mathematics HG, or D in Mathematics SG; **OR**
- a National Senior Certificate (NSC) with a minimum of 50% in four 20-credit subjects, and a minimum of 40% in English Home Language or First Additional Language, and a minimum of 40% in Mathematics or 60% in Mathematical Literacy; **OR**
- a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 60% in three fundamental subjects including English and Mathematics; and minimum 70% in four vocational subjects; **OR**
- a Higher Certificate (NQF 5), Advanced Certificate (NQF 6) or Diploma (NQF 6) in the field of: Commerce or Management.

*Applicants who do not meet the admission requirements for Mathematics but who have degree endorsement, will be conditionally admitted and registered for the mathematics academic support module in their first semester.*



Scan to learn more:



**OTHER ACCESS PATHWAYS**



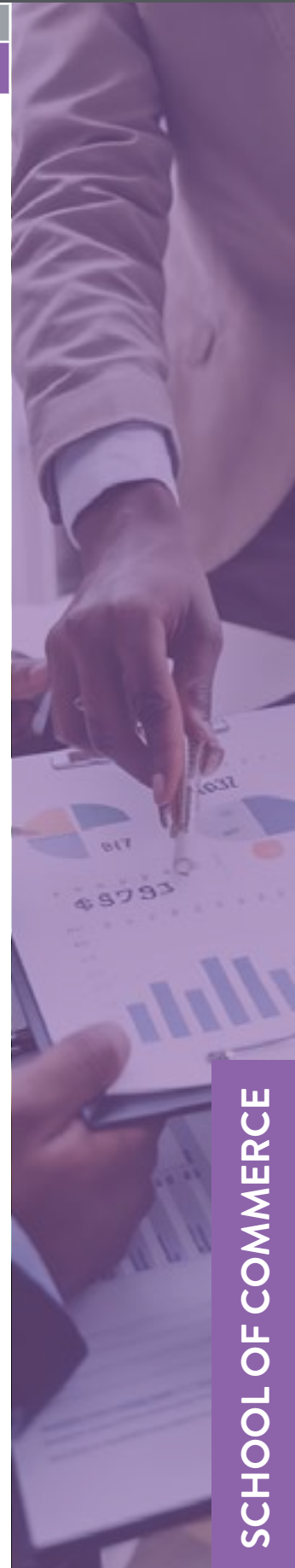
Scan to learn more:



**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

## MAJORS

DIGITAL MARKETING	ECONOMICS	FASHION RETAIL *
FINANCIAL MANAGEMENT	GENERAL	INTERNATIONAL BUSINESS
INVESTMENT MANAGEMENT	PROJECT MANAGEMENT	RISK MANAGEMENT

\* Fashion major only offered at our Centurion (Pretoria) Campus.

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
DIGITAL MARKETING	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits) Introduction to Marketing IMA152 (10 credits)	Commercial Environment CEN262 (20 credits) Consumer Behaviour CBE262 (20 credits) People and Change PEC262 (20 credits)	Digital Marketing Practice DMP372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Introduction to Digital Marketing IDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Digital Marketing Theory DMT262 (20 credits) Global Citizenship GCI262 (20 credits) Marketing and Brand Management MBM262 (20 credits)	Digital Marketing Management DMM372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
ECONOMICS	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	International Economics IEC372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Economic Policy and Sustainability EPS262 (20 credits) Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits)	Project PRO372 (25 credits) Strategic Management STM372 (20 credits) Financial Markets FMA372 (20 credits) <b>OR</b> Future Thinking and Scenario Planning FSP372 (20 credits)
FASHION RETAIL	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits) Trend Research BTR152 (10 credits)	Commercial Environment CEN262 (20 credits) Consumer Behaviour CBE262 (20 credits) People and Change PEC262 (20 credits)	Introduction to Research RES372 (15 credits) Merchandising, Planning and Buying BMP372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Fashion Retail Processes BFP152 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Fashion Retail Operations FRO262 (20 credits) Global Citizenship GCI262 (20 credits) Marketing and Brand Management MBM262 (20 credits)	Fashion Retail Strategy FRS372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)

# CURRICULUM OUTLINE

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
FINANCIAL MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) Financial Reporting and Analysis FRA262 (20 credits)	Financial Management for FM 2 FIN372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management for FM 1 FMM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Financial Markets FMA372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
GENERAL	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	Entrepreneurship ENT372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Future Thinking and Scenario Planning FSP372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
INTERNATIONAL BUSINESS	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	International Business Strategy IBS372 (20 credits) Introduction to Research RES372 (15 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Global Citizenship GCI262 (20 credits) Global Marketing GMA262 (20 credits) International Trade and Finance ITF262 (20 credits)	International Management IMG372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
INVESTMENT MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) Financial Reporting and Analysis FRA262 (20 credits)	Introduction to Research RES372 (15 credits) Investment Management 2A IMA372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 1	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Global Citizenship GCI262 (20 credits) Investment Management 1 IMA262 (20 credits) Risk Management 1 RIM262 (20 credits)	Investment Management 2B IMB372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)

# CURRICULUM OUTLINE

MAJORS		1st YEAR	2nd YEAR	3rd YEAR
PROJECT MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits) Project Management Planning PMP262 (20 credits)	Introduction to Research RES372 (15 credits) Project Management Practice 1A PMA372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 2	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Project Management Execution PME262 (20 credits)	Project PRO372 (25 credits) Project Management Practice 1B PMB372 (20 credits) Strategic Management STM372 (20 credits)
RISK MANAGEMENT	SEM 1	Accounting 1 ACC152 (20 credits) Business Mathematics BMA152 (10 credits) Induction to Business Studies IBS152 (10 credits) Introduction to Business Management MAN152 (20 credits)	Accounting 2 ACC262 (20 credits) Economics 2 ECO262 (20 credits) People and Change PEC262 (20 credits)	Introduction to Research RES372 (15 credits) Risk Management 2 RIM372 (20 credits) Technology and Innovation Management TIM372 (20 credits)
	SEM 1	Business Law and Compliance LAW162 (20 credits) Data and Decision-making DDM162 (10 credits) Economics 1 ECO162 (20 credits) Statistics STA162 (10 credits)	Financial Management FIM262 (20 credits) Global Citizenship GCI262 (20 credits) Risk Management 1 RIM262 (20 credits)	Future Thinking and Scenario Planning FSP372 (20 credits) Project PRO372 (25 credits) Strategic Management STM372 (20 credits)
CREDITS PER YEAR		120	120	120

## CURRICULUM OUTLINE

### MODULE PRE-REQUISITES

The following modules have pre-requisite modules:

- Year 1: Business Mathematics for Statistics; Business Mathematics for Economics 1
- Year 2: Economics 1 for Economics 2; Accounting 1 for Accounting 2; Accounting 2 for Financial Management; Economics 2 for Economic Policy and Sustainability; Financial Reporting and Analysis for Financial Management for FM 1; Accounting 2 for Investment Management 1
- Year 3: Investment Management 2A for Investment Management 2B; Investment Management 1 for Investment Management 2A; Economic Policy and Sustainability for International Economics; Introduction to Research for Project; Financial Management for FM 1 for Financial Management for FM 2; Risk Management 1 for Risk Management 2

### MODULE CO-REQUISITES

The following modules have co-requisites:

- Data and Decision-making with Statistics; Financial Reporting and Analysis with Accounting 2

## ARTICULATION POSSIBILITIES

In terms of the HEQSF, vertical articulation from the Bachelor of Commerce degree is possible to either a Bachelor Honours degree (NQF 8), or a Postgraduate Diploma (NQF 8) in a field related to commerce or management. You could for example register for the STADIO Bachelor of Business Administration Honours (117864).

Horizontal articulation options include other bachelor's degrees, such as STADIO's Bachelor of Business Administration (117863) or STADIO's Bachelor of Commerce in Law (117872). Diagonal articulation options usually allow graduates to move into Advanced Diploma programmes in a specialist field. An appropriate example is the STADIO Advanced Diploma in Management (117865).

# CAREER OPPORTUNITIES

<b>DIGITAL MARKETING</b>	<b>ECONOMICS</b>	<b>FASHION RETAIL</b>
SEO / PAID ADS SPECIALIST	ECONOMIC RESEARCH ANALYST	BRAND / RETAIL / SUPPLY CHAIN MANAGER
CONTENT STRATEGIST	ECONOMICS TRAINEE IN A PUBLIC OR PRIVATE INTITUTION	MERCHANDISE BUYER / PLANNER & CONTROLLER
WEBSITE DEVELOPER	ECONOMIC ADVISOR / CONSULTANT	BRAND OWNER
<b>FINANCIAL MANAGEMENT</b>	<b>GENERAL</b>	<b>INTERNATIONAL BUSINESS</b>
JUNIOR FINANCIAL ANALYST	SPECIALIST ROLE IN ACCOUNTING OR FINANCE DEPARTMENT	INTERNATIONAL SALES REPRESENTATIVE
FINANCIAL MANAGEMENT TRAINEE	MANAGER IN BUSINESS, INCL. RETAIL MANUFACTURING, FINANCIAL SERVICES	EXPORT / IMPORT SPECIALIST
FINANCIAL ASSISTANT	MANAGERIAL ROLE IN SALES / CUSTOMER RELATIONS DEPARTMENT	INTERNATIONAL MARKET ANALYST
<b>INVESTMENT MANAGEMENT</b>	<b>PROJECT MANAGEMENT</b>	<b>RISK MANAGEMENT</b>
INVESTMENT ADVISOR / CONSULTANT	PROJECT / OFFICE MANAGER	RISK PRACTITIONER
JUNIOR INVESTMENT ANALYST	PROJECT CONTROL MANAGER	RISK ANALYST
FUND MANAGEMENT TRAINEE	INTERMEDIATE BUSINESS PROJECT MANAGER	JUNIOR RISK MANAGER