

DESCRIPTION

The Bachelor of Business Administration (BBA) degree is designed for current and aspiring administrative and managerial professionals in the private and public sectors who want to excel in coordinating people, managing resources, overseeing projects, and driving organisational efficiency.

Whether your career path leads to administrative leadership in business operations, portfolio and project administration, public sector management, logistics coordination, human resources administration, or compliance and governance, the BBA provides the knowledge, skills, and practical tools to manage complex processes in diverse organisational environments.

With a flexible and industry-aligned structure, students can select specialised elective focus areas to match the administrative and operational needs of their chosen sector. This ensures graduates are workplace-ready, equipped to optimise operations, support strategic decision-making, and deliver results in corporate enterprises, government agencies, NGOs, and entrepreneurial organisations.

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



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
DISASTER RISK REDUCTION Students are prepared to assess, plan for, and respond to natural and human-made hazards that impact communities and organisations. With strong foundations in business and management, and specialised modules in Disaster Risk Management I–III and Disaster Risk Reduction, students gain skills in emergency planning, crisis communication, and resilience building. Graduates are prepared for roles in disaster response agencies, humanitarian organisations, corporate risk departments, and government emergency services, contributing to safer, more resilient societies.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Disaster Risk Management I DRM162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Disaster Risk Reduction II DRR262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Disaster Risk Management III DRM372 (20 credits) Disaster Risk Reduction III DRR372 (20 credits)
ENTREPRENEURSHIP & INNOVATION MANAGEMENT Students are prepared to launch, manage, and grow innovative ventures by mastering the principles of entrepreneurship, business model design, and innovation strategy. Specialised modules in Entrepreneurship and Innovation Management I–III teach opportunity recognition, financing for start-ups, and scaling strategies, supported by strong foundations in management, marketing, and operations. Graduates are ready to become entrepreneurs, business consultants, innovation managers, or start-up founders, driving growth through creative problem-solving and new business development.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Entrepreneurship and Innovation Management EIA162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Entrepreneurship and Innovation Management II EIB262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Entrepreneurship and Innovation Management IIIA EIA372 (20 credits) Entrepreneurship and Innovation Management IIIB EIB372 (20 credits)
HUMAN RESOURCE MANAGEMENT Students are prepared to guide and develop an organisation's most valuable asset - its people. The curriculum blends management principles, employment law, talent acquisition, performance management, and leadership development with practical HR tools and techniques. The Human Resource Management I–III modules equip students to manage workforce planning, employee relations, and training initiatives. Graduates pursue careers in human resource departments, recruitment agencies, training consultancies, and employee wellness programmes, ensuring workforce capability and organisational success.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Human Resources Management HRA162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Human Resources Management II HRB262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Human Resources Management IIIA HRA372 (20 credits) Human Resource Management IIIB HRB372 (20 credits)

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ELECTIVE FOCUS AREAS	1st YEAR	2nd YEAR	3rd YEAR
LOGISTICS MANAGEMENT Students are prepared to coordinate, optimise, and lead the movement of goods, services, and information across supply chains. They develop skills in logistics planning, operations management, procurement, and distribution strategies, combined with core business expertise in management, economics, and strategic planning. Specialised modules in Logistics Management I–III provide in-depth knowledge of warehouse management, transportation systems, and global trade practices. Graduates are equipped to work in manufacturing, retail, transport, freight forwarding, e-commerce, and multinational supply chain operations, ensuring smooth, cost-effective, and reliable delivery systems.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Logistics Management I LGA162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Logistics Management II LGB262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Logistics Management IIIA LGA372 (20 credits) Logistics Management IIIB LGB372 (20 credits)
MARKETING MANAGEMENT Students are prepared to design and implement innovative marketing strategies that drive brand growth, customer engagement, and competitive advantage. Alongside foundational business studies, marketing-focused modules such as Marketing Management I–III build expertise in consumer behavior, market research, digital marketing, and promotional strategy. Graduates are well-positioned for careers in advertising agencies, corporate marketing departments, sales management, brand consultancy, and digital media, applying creativity and analytics to achieve measurable results in dynamic markets.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Marketing Management MAA162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Marketing Management II MAB262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Marketing Management IIIA MAA372 (20 credits) Marketing Management IIIB MAB372 (20 credits)
PROJECT MANAGEMENT Students are prepared to plan, execute, and oversee projects of varying scale and complexity across industries by mastering the principles, processes, and tools of effective project management. The curriculum begins with a strong grounding in fundamental business and management disciplines—including economics, accounting, strategic management, and business law—and builds toward advanced project management methodologies and practices. Specialised modules such as Project Management Planning, Project Management Execution, and Project Management Practice A & B enable students to successfully manage project lifecycles from initiation through to closure, ensuring that objectives are met on time, within budget, and to quality standards. Graduates are equipped with the skills to lead cross-functional teams, manage risks, control project finances, and integrate innovative solutions. This preparation opens career opportunities in corporate enterprises, government projects, construction and engineering firms, NGOs, and entrepreneurial ventures where project delivery is critical to organisational success.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Project Management Planning PMP262 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Project Management Execution PME262 (20 credits) Finance for Non-Financial Managers FNF262 (20 credits) OR Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Project Management Practice A PMA372 (20 credits) Project Management Practice B PMB372 (20 credits)

CURRICULUM OUTLINE

ELECTIVE FOCUS AREAS	1st YEAR	2nd YEAR	3rd YEAR
PUBLIC SECTOR MANAGEMENT Students are prepared to take on leadership and administrative roles in government departments, public agencies, and community-based organisations by developing a strong understanding of how the public sector operates and delivers services. The curriculum provides a solid foundation in core business and management principles—including economics, accounting, business law, and strategic management—while focusing on public governance, policy implementation, and fiscal management. Through specialised modules in Public Sector Management I–III, Public Sector Finance, and applied research projects, students learn to design and manage efficient public service delivery systems, ensure regulatory compliance, and apply innovative solutions to societal challenges. Graduates are equipped for careers in local, provincial, and national government, public enterprises, non-governmental organisations (NGOs), and international development agencies, with the skills to lead, administer, and improve public-sector operations in a rapidly changing environment.	Introduction to Business Administration BUS152 (10 credits) Accounting for Managers ACND152 (20 credits) End User Computing EUC152 (10 credits) Introduction to Business Management MAN152 (20 credits) Economics 1 for Managers MEC152 (20 credits) Business Communication BCUD152 (20 credits) Public Sector Management PSA162 (20 credits)	Economics 2 for Managers MEC262 (20 credits) Management II MNG262 (20 credits) Business Law and Compliance LAW162 (20 credits) Business Administration BUS262 (20 credits) Public Sector Management II PSB262 (20 credits) Public Sector Finance for Non-Financial Managers PNF262 (20 credits)	Strategic Management STM372 (20 credits) Introduction to Research REM372 (20 credits) Business Report MBR372 (20 credits) Technology and Innovation Management TIM372 (20 credits) Public Sector Management IIIA PSA372 (20 credits) Public Sector Management IIIB PSB372 (20 credits)
CREDITS PER YEAR	120	120	120

CAREER OPPORTUNITIES

DISASTER RISK REDUCTION	ENTREPRENEURSHIP & INNOVATION MANAGEMENT	HUMAN RESOURCE MANAGEMENT	LOGISTICS MANAGEMENT
DISASTER RISK REDUCTION SPECIALIST	ENTREPRENEUR / BUSINESS OWNER	HR MANAGER / GENERALIST	SUPPLY CHAIN MANAGER / COORDINATOR
EMERGENCY MANAGEMENT COORDINATOR	INNOVATION MANAGER / CONSULTANT	TALENT ACQUISITION / RECRUITMENT SPECIALIST	LOGISTICS ANALYST / CONSULTANT
BUSINESS CONTINUITY / RESILIENCE OFFICER	START-UP ADVISOR OR INCUBATOR MANAGER	TRAINING AND DEVELOPMENT COORDINATOR	FLEET / TRANSPORT MANAGER
RISK ANALYST (NATURAL OR OPERATIONAL RISKS)	BUSINESS DEVELOPMENT MANAGER	EMPLOYEE RELATIONS CONSULTANT	WAREHOUSE / INVENTORY MANAGER
HUMANITARIAN / NGO PROJECT MANAGER	STRATEGY AND GROWTH ANALYST	COMPENSATION AND BENEFITS ANALYST	PROCUREMENT SPECIALIST
HEALTH & SAFETY OR CRISIS MANAGEMENT OFFICER	PRODUCT OR SERVICE DEVELOPMENT LEAD	HR BUSINESS PARTNER	OPERATIONS MANAGER IN RETAIL, MANUFACTURING, OR E-COMMERCE
MARKETING MANAGEMENT	PROJECT MANAGEMENT	PUBLIC SECTOR MANAGEMENT	
MARKETING MANAGER / COORDINATOR	PROJECT MANAGER (CONSTRUCTION, IT, PUBLIC, OR PRIVATE SECTOR)	MUNICIPAL / GOVERNMENT ADMINISTRATOR	
BRAND OR PRODUCT MANAGER	PROGRAM MANAGER	PUBLIC POLICY ANALYST	
DIGITAL MARKETING SPECIALIST	PROJECT COORDINATOR / SCHEDULER	PROGRAM OR PROJECT MANAGER IN GOVERNMENT DEPARTMENTS	
MARKET RESEARCH ANALYST	PMO (PROJECT MANAGEMENT OFFICE) ANALYST	PUBLIC SECTOR CONSULTANT	
CUSTOMER RELATIONSHIP MANAGER (CRM)	RISK AND COMPLIANCE OFFICER FOR PROJECTS	COMPLIANCE AND GOVERNANCE OFFICER	
ADVERTISING OR PROMOTIONS MANAGER	PORTFOLIO MANAGER	LOCAL GOVERNMENT COORDINATOR	