

DESCRIPTION

The Bachelor of Commerce Honours degree provides students with advanced knowledge and skills in a specific field of study, linked to their major. It focuses on specialised coursework, critical analysis, and research within a chosen discipline. The qualification serves as a pathway to further postgraduate studies, such as a Master's degree, as well as entry into professional fields requiring advanced expertise. It enhances research, technical, and strategic thinking abilities, enabling learners to navigate technological, economic, and sustainability challenges in the modern commercial environment.

ADMISSION REQUIREMENTS

- A Bachelor of Commerce degree (NQF 7); **OR**
- A Bachelor of Business Administration degree (NQF 7); **OR**
- Equivalent qualification at NQF 7, subject to a STADIO institutional equivalence assessment and possible completion of bridging modules or a bridging programme. (For the Digital Marketing Major, pre-knowledge of the field at NQF 7 is required)

Applicants not meeting the criteria but with relevant work experience may apply via Recognition of Prior Learning (RPL). A maximum of 10% per cohort may be admitted through RPL.



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.

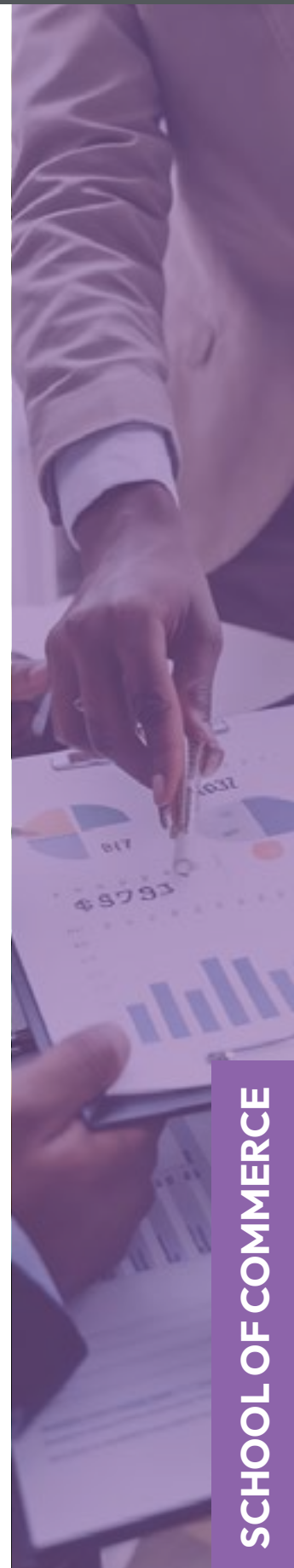
ARTICULATION POSSIBILITIES

Horizontal:

- BCom Honours in Business Management (NQF 8)
- BCom Honours in Management (NQF 8)
- BBA Honours (NQF 8)

Vertical:

- Master of Commerce (NQF 9)
- Master of Management (NQF 9)



CURRICULUM OUTLINE

MAJORS

BUSINESS DESIGN AND INNOVATION	DIGITAL MARKETING	GENERAL
INTERNATIONAL BUSINESS	PROJECT MANAGEMENT	RISK MANAGEMENT

MAJORS		1st YEAR	
BUSINESS DESIGN AND INNOVATION The STADIO BCom Honours degree with a major in Business Design and Innovation prepares you with advanced knowledge in business design, strategic management, innovation, and entrepreneurship. You will learn to identify opportunities, design innovative business models, and drive change in organisations. The research project and capstone experience will enable you to apply entrepreneurial thinking to real-world problems, fostering creativity and resilience in a competitive business landscape. Graduates are well-prepared to lead organisational transformation and develop sustainable innovations.	SEM 1	Contemporary Commerce Challenges Business Design and Strategy Research Project A	CCC182 (20 credits) BDS182 (20 credits) RPA182 (10 credits)
	SEM 2	Capstone Project Innovation and Entrepreneurship Research Project B Strategic Management	CSP182 (10 credits) IAE182 (20 credits) RPB182 (20 credits) STM182 (20 credits)
DIGITAL MARKETING The STADIO BCom Honours degree with a major in Digital Marketing develops advanced expertise in market research, data analytics, and digital marketing strategies. You will learn to leverage business intelligence and digital platforms to design, implement, and evaluate innovative marketing campaigns. With a strong focus on research and application, you will be equipped to navigate the rapidly evolving digital economy, enabling you to build brand value, engage customers, and drive business growth ethically and sustainably.	SEM 1	Contemporary Commerce Challenges Market Research and Analysis Research Project A	CCC182 (20 credits) MRA182 (20 credits) RPA182 (10 credits)
	SEM 2	Advanced Digital Marketing Business Intelligence and Data Analytics Capstone Project Research Project B	ADM182 (20 credits) BID182 (20 credits) CSP182 (10 credits) RPB182 (20 credits)
GENERAL The STADIO BCom Honours degree with a General major provides students with a broad and versatile understanding of advanced commerce concepts. You will gain knowledge and skills in market research, business intelligence and data analytics, and financial performance management. This pathway equips you with a flexible skill set to operate across multiple disciplines, making you adaptable in diverse business environments and well-prepared for leadership roles that require strategic decision-making across functional areas.	SEM 1	Contemporary Commerce Challenges Market Research and Analysis Research Project A	CCC182 (20 credits) MRA182 (20 credits) RPA182 (10 credits)
	SEM 2	Business Intelligence and Data Analytics Capstone Project Financial Analysis and Financial Performance Management Research Project B	BID182 (20 credits) CSP182 (10 credits) FAP182 (20 credits) RPB182 (20 credits)
INTERNATIONAL BUSINESS The STADIO BCom Honours degree with a major in International Business equips you with advanced knowledge of cross-cultural communication, global negotiation, international regulations, and global economic trends. You will develop strategic management capabilities to operate effectively in the global marketplace, analysing international risks and opportunities. The programme prepares you for leadership in multinational corporations, trade organisations, and policy environments, with the ability to apply research-driven solutions to complex international challenges.	SEM 1	Contemporary Commerce Challenges Cross-cultural Communication and Global Negotiation Research Project A	CCC182 (20 credits) CGN182 (20 credits) RPA182 (10 credits)
	SEM 2	Capstone Project Global Economic Trends and Regulation Research Project B Strategic Management	CSP182 (10 credits) ETR182 (20 credits) RPB182 (20 credits) STM182 (20 credits)
PROJECT MANAGEMENT The STADIO BCom Honours degree with a major in Project Management will strengthen your expertise in programme and portfolio management, strategic management, and advanced project methodologies. You will gain a deep understanding of how to manage complex projects across industries, integrating people, processes, and technology. The research and capstone components will enhance your ability to apply theory to practice, enabling you to lead projects successfully, optimise organisational performance, and manage portfolios aligned to strategic goals.	SEM 1	Contemporary Commerce Challenges Programme and Portfolio Management Research Project A	CCC182 (20 credits) PMG182 (20 credits) RPA182 (10 credits)
	SEM 2	Capstone Project Project Management Methodologies Research Project B Strategic Management	CSP182 (10 credits) PMM182 (20 credits) RPB182 (20 credits) STM182 (20 credits)

CURRICULUM OUTLINE

MAJORS		1st YEAR	
RISK MANAGEMENT The STADIO BCom Honours degree with a major in Risk Management equips you with advanced knowledge of risk management frameworks, business intelligence, and applied risk practices. You will learn to identify, assess, and mitigate risks that impact organisations, while integrating governance, compliance, and sustainability considerations. With a strong research component, this programme develops your critical thinking and problem-solving skills, enabling you to manage uncertainty in a volatile business environment and prepare for senior roles in risk analysis, compliance, and strategic decision-making.	SEM 1	Contemporary Commerce Challenges Research Project A Risk Management Framework Theory	CCC182 (20 credits) RPA182 (10 credits) RFT182 (20 credits)
	SEM 2	Business Intelligence and Data Analytics Capstone Project Research Project B Risk Management Framework Application	BID182 (20 credits) CSP182 (10 credits) RPB182 (20 credits) RFA182 (20 credits)

MODULE PRE-REQUISITES

Research Project A for Research Project B

Risk Management Major:

Students must complete Risk Management Framework Theory, 20 Credits, NQF level 8 to enrol for Risk Management Framework Application, 20 Credits, NQF level 8.

CAREER OPPORTUNITIES

BUSINESS DESIGN AND INNOVATION	DIGITAL MARKETING	GENERAL
INNOVATION MANAGER	DIGITAL MARKETING / DIGITAL CAMPAIGN MANAGER	COMMERCIAL MANAGER
BUSINESS DESIGNER	DIGITAL MARKETING / SEO / SEARCH MARKETING / CUSTOMER ENGAGEMENT STRATEGIST	BUSINESS OPERATIONS SPECIALIST
DESIGN THINKING CONSULTANT	BRAND / SOCIAL MEDIA / CONTENT MARKETING MANAGER	BUSINESS DEVELOPMENT STRATEGIST
PRODUCT / SERVICE INNOVATION SPECIALIST	DIGITAL MARKETING ANALYST / DIGITAL MARKETING CONSULTANT	BUSINESS STRATEGY ANALYST
INTERNATIONAL BUSINESS	PROJECT MANAGEMENT	RISK MANAGEMENT
GLOBAL STRATEGY CONSULTANT	PROJECT MANAGER	RISK MANAGER
CROSS-CULTURAL NEGOTIATION SPECIALIST	PROGRAMME COORDINATOR	ENTERPRISE RISK ANALYST
INTERNATIONAL TRADE COMPLIANCE SPECIALIST	PROJECT SCHEDULER / PLANNER	COMPLIANCE AND RISK OFFICER
COUNTRY / REGIONAL MANAGER	PMO ANALYST	CREDIT / INSURANCE RISK ANALYST

The Ethics Institute (TEI)

- Industry Collaboration Partner



Project Management Institute (PMI)

- Industry Collaboration Partner



The Marketing Association of South Africa (MASA)

- Industry Collaboration Partner



Project Management SA (PMSA)

- STADIO is a member

