STADIO

HIGHER EDUCATION

SCHOOL OF ADMINISTRATION & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

NQF 7 | 365 OR 370 CREDITS | SAQA ID: 117863 | MIN. 3 YEARS

MODE OF DELIVERY: DISTANCE LEARNING

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
- 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
- a National Senior Certificate – Vocational Level 4 (NC(V)) with a minimum of 50% in three fundamental modules including English; and minimum 60% in four vocational modules; or
- a relevant N6 National Diploma

NAMIBIAN STUDENTS

(Alternative admission requirements)

- 25 points over 5 modules

MODE OF DELIVERY - DISTANCE LEARNING

DISTANCE LEARNING AT STADIO

STADIO's distance learning programmes offer students excellent, quality education without the need to attend venue-based classes. The rapid technological advances of the past decade have transformed distance learning into an exciting study option for many students in South Africa, SADC, and internationally. However, STADIO recognises that many prospective students have only limited access to technology, with restricted connectivity, networks, and bandwidth. The STADIO distance-learning and teaching model therefore makes provision for this reality, ensuring that students can combine work and studies meaningfully, regardless of personal circumstances.

Distance learning and teaching at STADIO is built on best practices, enabled and supported by technology. This includes a world-class learning management system where students can access their learning materials, assessments, and live online classes for each of the modules for which they have registered. In addition, in some qualifications, study materials will be provided in printed format. Key dates for milestones, such as assignment submissions and live online sessions, will be communicated well in advance to allow students to plan their studies. Online sessions are not compulsory; however, students are encouraged to participate in scheduled sessions as they are designed to promote student success. Online sessions are always recorded for convenience.

Throughout the distance-learning journey, academic support is only a click away. Questions may be asked in the online module environment, where the lecturer will provide guidance. Distance-learning students have easy access to online library facilities and an eBook library, as well as access to a variety of online databases to support their studies. There is a physical library for distance-learning students on the Krugersdorp campus. STADIO understands the potential isolation of distance learning, and further provides a range of other support services to promote academic success and general student wellbeing. The full distance-learning experience is also accessible using your mobile device.

WHO SHOULD CONSIDER DISTANCE LEARNING?

Distance learning is suitable for students who wish to study from any location without the need to attend classes at a specific venue. Apart from the obligation to submit assessment tasks punctually, distance learning provides students with the flexibility to create their own study schedules. This option is particularly well suited for working adults, mature learners, or school-leavers who prefer learning at their own pace, reside at a distance from STADIO's campuses, or have other commitments during the day. Despite the physical distance, students still have access to expert lecturers, current study materials, and peer engagement through the online module learning environment.

That said, it is important to highlight that some assessments, including the final examination, may require attendance at one of our exam venues, available throughout South Africa and internationally. This is STADIO's commitment to ensuring the integrity of its qualifications and the credibility of its graduates.

WHAT YOU CAN EXPECT FROM STADIO

Students will have access to a range of resources and facilities in person and online, designed to support not only their learning journey but also their social and emotional well-being. In most modules offered through distance learning in the schools of Administration and Management, Commerce, Law, and Policing and Law Enforcement, printed study materials are available in addition to the online study guides. STADIO offers academic support and wellness initiatives throughout the learning journey to help students realise their goals.

WHAT STADIO WILL EXPECT FROM YOU

In addition to engaging with the study materials (whether printed or online), students are required to utilise the online learning management system on their learning journey. Students, therefore, need access to a computer and to the internet to access and submit their assessments and to access feedback. STADIO believes that the key to academic success, especially in distance learning, is motivation and consistent engagement. Students will be expected to submit their assessment tasks on time and to take part in the learning activities designed to assist their learning journey. STADIO expects all students to always act in accordance with the principles of the Student Code of Conduct and the STADIO values and to be familiar with the institutional policies and rules, especially those pertaining to student success.

SPECIFIC REQUIREMENTS

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: 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.**

ACCESS TO TECHNOLOGY:

STADIO School of Administration & Management uses its ONLINE student administration and learning environments to provide students with materials and resources, to conduct online assessments, create discussion opportunities and render a range of administrative services.

Therefore, having continuous access to the above ONLINE facilities is essential for efficient communication, learning and success.

STUDENT SUPPORT FOR DISTANCE LEARNING STUDENTS

Distance learning students have access to STADIO's student support services via the learning management system. Students can access a range of presentations and online support initiatives aimed at success and wellness. At the start of the semester, new students will be invited to join the online student orientation programme to familiarise themselves with the services offered by STADIO.

STADIO, in partnership with SADAG, has a dedicated STADIO student helpline providing students with free telephonic counselling, information, referrals, and support. Students will also have access to general counselling services.

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11/12/23
Page 3 of 12

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	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) OR Labour Law I LLA101 (20 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) Financial Management FMA101 (30 credits) OR Public Sector Financial Management PFB101 (30 credits)
ENTREPRENEURSHIP & INNOVATION MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) OR Labour Law I LLA101 (20 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) OR Public Sector Financial Management PFB101 (30 credits)
HUMAN RESOURCE MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) Business Law BLA101 (15 credits) OR 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
LOGISTICS MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) **OR** Labour Law I LLA101 (20 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) **OR** Public Sector Financial Management PFB101 (30 credits)
MARKETING MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) **OR** 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) 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) **OR** Public Sector Financial Management PFB101 (30 credits)
PROJECT MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) **OR** 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) 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)
PUBLIC SECTOR MANAGEMENT	Business Communication BCU101 (15 credits) Business Management MAN101 (25 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) Business Law BLA101 (15 credits) **OR** 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) Financial Management FMA101 (30 credits) **OR** Public Sector Financial Management PFB101 (30 credits)
CREDITS P/YEAR	120 OR 125	115	130

IMPORTANT TO NOTE WHEN SELECTING YOUR ELECTIVE FOCUS AREA:

When you select **Entrepreneurship & Innovation Management, Logistics Management** or **Marketing Management** as a elective focus area, **Financial Management (FMA101)** will be compulsory.

When you select **Disaster Risk Reduction** or **Public Sector Management** as your elective focus area, **Public Sector Financial Management (PFB101)** will be compulsory.

When you select **Human Resources Management** as your elective focus area, **Labour Law I (LLA101)** is compulsory. When you select any other elective focus area, **Business Law (BLA101)** is compulsory.

MODULE DESCRIPTIONS

ACCOUNTING I

This module introduces students to the basic principles of accounting. The doubleentry 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.

BUSINESS COMMUNICATION

Communication is the foundation of organisational interaction. Business communication pertains to a special skill set that will allow students to interact effectively in all the components of verbal communication, i.e. listening, speaking, reading, and writing. This module develops these skills so that students understand the fundamentals of communication and can build relationships with colleagues and clients, communicate clearly in various contexts, explain concepts, manage conflict, and interpret different situations effectively within the business environment

BUSINESS LAW

This module will provide students with a general understanding of specific areas of the law applied in commerce. It provides students with knowledge of the basic concepts, terminology, and principles of the specific areas of the law forming part of Business Law. Students will be equipped with the knowledge, skills and competencies to solve basic legal problems relating to specific contracts, insurance contracts, basic aspects of intellectual property law, business enterprises, competition law, trusts, and insolvency. Students are introduced to the sources of the different areas of the law forming part of Business Law to enable them to extract principles from these sources and apply them to factual situations.

BUSINESS MANAGEMENT I

This module introduces students to business management as a science and to managerial theories, roles, and responsibilities. Students will learn how to perform the critical functions of a manager and a leader in organisations, such as planning, organising, leading, and control. Apart from these fundamental competencies, the module guides students to perform selected management functions within various contexts, such as the manufacturing environment, managing employees, marketing, the economic environment, and purchasing and supply.

CORPORATE GOVERNANCE

Corporate Governance will instil an awareness of the principles of corporate governance that will enable critical assessment of the corporate governance environment of organisations and the implementation of the recommendations of the King Code of Governance for South Africa in organisations.

DEVELOPMENT ECONOMICS

In many countries of the world and international bodies, economic development is a vitally important issue. The module deals with issues such as measurement of developmental aspects (e.g., economic growth), population growth and income distribution, poverty, inequality, and development. It also addresses urbanisation and migration, education and health in economic development, agricultural transformation and rural development, international trade theory, and development strategy. The module also includes finance and fiscal policy for development and development policymaking and planning.

DISASTER RISK REDUCTION I

Disaster risk reduction is the practice of reducing disaster risks through systematic efforts to analyse and reduce the causal factors of disasters. It includes reducing exposure to hazards, lessening the vulnerability of people and property, efficient land and environmental management, and improving preparedness and early warning for adverse events. Students will learn about disaster and community-based risk reduction and management and equip themselves with the competencies required to function internally and externally within a professional environment.

MODULE DESCRIPTIONS

DISASTER RISK REDUCTION II

Disaster risk reduction includes disaster mitigation and preparedness and is also part of sustainable development. The module deals with disaster risk reduction affecting society, the Government, and the private sector. Post-disaster rehabilitation and recovery encompass support strategies for restoring human-centred services and infrastructure.

Disaster risk reduction requires a people-centred and multi-sectoral approach, building resilience to multiple, cascading, and interacting hazards, and creating a culture of prevention and resilience. This module will equip students with the competencies required to operate internally and externally within a professional environment.

DISASTER RISK REDUCTION III

Disaster risk reduction includes disciplines such as disaster management, mitigation, and disaster preparedness and is also part of sustainable development. The module involves society, the Government, and the private sector. Students will understand how to strengthen the resilience of populations in the event of disasters by giving an ethical content to the risk- reduction measures, such as prevention, assistance, reduction of vulnerability, and reconstruction centred on sustainable development, the protection of human rights, and the reduction of human vulnerability linked to gender, social, and environmental matters. This module equips students with the competencies required to function internally and externally within a professional environment.

ECONOMICS FOR MANAGERS I

This module introduces key concepts of Economics. Amongst other things, students will be exposed to what Economics is, the concept of the market, demand and supply and the utility function. Students will be able to better understand their firms by being grounded in the concepts of production and costs. Their understanding will be further bolstered when they are exposed to the circumstances under which their companies operate i.e., in the context of monopolies, or oligopolies.

END-USER COMPUTING

End user computing includes an online training component which allows student to practice simulated MS Office tasks at their own pace, supported by integrated feedback which helps them to identify and remedy their mistakes; and an assessment component which will count towards their overall module result. Students will also complete several assignments in which they will be expected to apply the MS Office tools that they have practiced in the online environment.

ENTREPRENEURSHIP AND INNOVATION MANAGEMENT I

This module introduces the role of entrepreneurs in South Africa and their challenges. Students will be able to conceptualise essential aspects such as formulating entrepreneurial ideas, business plans, and start-up models, and the intricacies and legalities involved in starting a business. The module deals with the intricacies of developing feasible and viable products and services and the essential principles of marketing, brand management, advertising, and public relations needed for entrepreneurial success. The module discusses matters such as sales management protocol for aspiring entrepreneurs and the importance and most effective ways of managing cash flows in an entrepreneurial business, which is a prerequisite for surviving in this challenging environment.

ENTREPRENEURSHIP AND INNOVATION MANAGEMENT II

This module teaches students to interpret financial and accounting information and understand the employment process from an entrepreneur's perspective. It also assists students in understanding the importance of operations management functions and the technical challenges facing entrepreneurs, such as taxation, insurance, BEE, contracts, and intellectual property laws. The module explains the process and challenges of growing a business, starting a business using technology, and online start-ups, including hybrid models and risk assessment.

ENTREPRENEURSHIP AND INNOVATION MANAGEMENT III

This module contextualises entrepreneurship, its role, and its importance within the small business environment. Students will be required to evaluate the value of establishing an entrepreneurial business or small business with integrity, discuss the intricacies of franchises and buyouts, and create a business plan for a small business. Students will be required to analyse the intricacies, advantages, and disadvantages of various types of start-ups, implement financial forecasting techniques to assist in planning a business venture, and consider the harvesting or exit strategies available to entrepreneurs. The module develops a solid understanding of the role and importance of customer relationship management, making specific references to the use of technology and the impact of psychological and sociological influences. It also prepares students to deal with the intricacies of product and business development and the advent of global entrepreneurial expansion.

MODULE DESCRIPTIONS

FINANCIAL MANAGEMENT

Understanding the fundamentals of an entity's finances is essential for business managers at all levels. This module supports the development of this competence by teaching students' critical financial fundamentals such as financial statement analysis, cash flow and financial planning, the time value of money, and how to value shares. It also teaches the fundamentals of risk and return, cost of capital, capital budgeting techniques, capital structure, and working capital management.

HUMAN RESOURCE MANAGEMENT I

This module exposes students to the management of the organisation's human resources (people) and includes sourcing, selection, development, retention, and deployment of these resources. The module contents subscribe to the HR Systems Model presented by the SA Board for People Practices (SABPP). The module deals with HRM functions in detail but excludes education, training, and development (ETD). It includes an introduction to human resources management, equalising opportunities, workforce planning, recruitment, and selection and performance management.

HUMAN RESOURCE MANAGEMENT II

Businesses operate in an environment affected by macro-environmental factors, causing them to re-evaluate themselves externally and internally. This module focuses on formulating human resource management (HRM) strategies, structural decisions and considerations, and managing change and transformation. It further addresses HRM-related measurements, evaluation, information, and reporting. It also focuses on the termination of employees and strategic issues relating to HRM.

HUMAN RESOURCE MANAGEMENT III

Businesses operate in environments affected by macro-environmental factors ranging from the Fourth Industrial Revolution (IR4), technology, and legislative matters to globalisation, causing them to re-evaluate themselves externally and internally. This module focuses on topics such as human resource management's role in the evolving paradigm, human resources and the competitive advantage, HR and leadership in the new world of work, the strategic role of HRM, talent management, international HRM, HRM and the electronic era, and HR measurement and risk.

INFORMATION MANAGEMENT

Management Information Systems (MIS) focuses on integrating people, processes, and information systems within a business, and how the business is doing business. It also focuses on leveraging technology, people, and processes to help improve, transform, and support the business operations. MIS also looks at the management of information and communication technology within the business operations. The module aims to give students an understanding of the business, managing the generation, design, distribution, maintenance, storage measurement, application, circulation, archiving and disposal of corporate information using management information systems (MIS). Students can also expect to understand computer databases, networks, and security and learn how to help people use technology better.

LABOUR LAW I

In this module, students will obtain knowledge of the principles of Labour Law that will enable fundamental reasoning and the identification and application of the principles of Labour Law that will guide decision-making and action to represent clients successfully.

LEADERSHIP

In this module, students will be instilled with an awareness of the principles of leadership that will enable fundamental reasoning and the identification and application of the principles that will guide decision-making and ethical actions in the African leadership context.

LOGISTICS MANAGEMENT I

This module equips students with the basic building blocks of logistics operations. Students will learn about the procurement process and identify procurement-related activities, inventory, packaging solutions and containerisation, and the role of packaging in logistics. They will also learn about the equipment used in warehouses and warehouse management activities, transportation operations in the logistics sphere, and the concept of reverse logistics and the returns management process.

MODULE DESCRIPTIONS

LOGISTICS MANAGEMENT II

This module builds on the foundational studies from the first year. It further expands on the basic building blocks of logistics operations. Students will learn how logistics create value, how to derive a logistics and supply chain strategy from a business strategy, and the main tactical management objectives in a supply chain. Students will also learn about the strategic, tactical, and operational roles of procurement, procurement process and procurement-related activities, inventory-related concepts, and inventory planning techniques. Furthermore, students will learn about warehousing management activities and the principles of efficient warehouse operation, transportation operations and planning activities, and placing those functions in the broader logistics sphere. Students will also learn about the management of product returns and the impact of reverse logistics.

LOGISTICS MANAGEMENT III

This module covers concepts and theories relating to the financial aspects of logistics and supply chain management, supply chain integration, supply chain risk management, and humanitarian logistics. Students will learn about costing, performing calculations for logistics decision-making purposes, and the importance of logistics strategy and network design. They will learn about the causes of demand volatility in supply chains and describe approaches to align supply and demand. Students will also learn about the fundamentals that constitute strategic supply chain management and the dimensions of risk and describe concepts related to integrated supply chain risk management, humanitarian logistics and supply chains, and performance management.

MANAGEMENT II

Students will acquire the competencies to understand and apply management theories, especially systems theory, to link the organisation to internal and external environments, enabling managers to take responsible decisions under challenging conditions. They will also develop the ability to understand, analyse, and implement personal aspects that influence the workplace and respond to new challenges such as productivity, motivation, and reward systems. Students will learn how to consider challenges daily regarding appropriate and effective communication methods and challenging times when negotiation is required. The module guides students to study on the next academic level by reading, analysing, and critically reflecting on some journal articles.

MANAGEMENT III

Students will acquire the competencies to understand and apply strategic planning processes and build further on the planning process by understanding and implementing an appropriate IS and managing change in an organisation, especially considering and managing organisational culture. Apart from these organisational aspects, students will also be able to understand, analyse, and implement personal aspects that influence the workplace and respond to new challenges, such as diversity, managing teams appropriately, and implementing corporate social responsibility. They will also consider other challenges, such as questioning the traditional forms of organisation and artificial intelligence (AI). The module guides students to study at the next academic level by reading, analysing, and critically reflecting on journal articles.

MARKETING MANAGEMENT I

Marketing contributes to the achievement of the fundamental objectives of most businesses. Marketing includes the conception, pricing, promotion, and distribution of ideas, products, and services. The marketing process includes understanding the organisation's mission and the role that marketing plays in fulfilling that mission, setting marketing objectives, scanning the environment, and developing a marketing strategy by selecting a target market strategy. Marketing also entails developing and implementing a marketing mix, implementing the strategy, designing performance measures, evaluating marketing efforts and making changes if needed. The marketing mix combines product, distribution (place), marketing communication, and pricing strategies to create exchanges satisfying both individual and company objectives.

MARKETING MANAGEMENT II

This module teaches students that any organisation needs a point of reference for its decision-making, which can be provided by developing a suitable marketing strategy. Strategic marketing is perceived as one of the most exciting and practically applied activities in the business world today. The strategic marketing planning process involves a detailed analysis of the marketing environment. Through this analysis, an organisation establishes opportunities and threats in the external marketing environment while determining whether the organisation has sufficient resources and skills to take advantage of opportunities and defend against any threats identified. The implementation and control of the strategic marketing plan comes with many challenges but there are appropriate and proven guidelines to guarantee success for marketing managers.

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11/12/23
Page 9 of 12

MODULE DESCRIPTIONS

MARKETING MANAGEMENT III

This module deals with the strategic marketing planning process. Organisations need to identify opportunities to create sustainable competitive advantages. Marketing management usually finds guidance in creating sustainable competitive advantages by applying the principles of the product life cycle and generic competitive strategies. Organisational growth opportunities are also available globally for those organisations that decide to expand their operations globally. Organisations apply generic and marketing-specific organisational levers to facilitate the value-creation process. Marketing strategy implementation is a multifaceted and complex organisational process. Traditional methods of business transactions no longer govern marketers. Technology has displaced and disintermediated products and businesses. Consumers have become increasingly empowered by online communication platforms, and marketers have no choice but to adapt and continue adapting as technology – specifically online technologies – and associated consumerism evolve.

PROJECT MANAGEMENT I

This module familiarises students with the project management function and its organisational role. It also teaches the phases that projects go through, particularly the first phase, referred to as project initiation. Students will comprehensively understand the tools, processes, and documents that project managers use to manage and control projects efficiently.

PROJECT MANAGEMENT II

This module provides a basic understanding of the intricacies and principles of managing projects. Many industries such as manufacturing, engineering, construction, and retail use project management. Many South African businesses are increasingly turning to effective project management to produce better results. The module equips students with the competencies required to be effective project managers and enable students to apply the newly acquired knowledge in hypothetical cases through case studies and other practical methods. It is based directly on the Project Management Body of Knowledge (PMBOK) knowledge areas. The module includes efficient strategies for effective project management in various project situations and will equip the aspiring project manager with all the necessary skills at a second-year level.

PROJECT MANAGEMENT III

This module provides a basic understanding of the intricacies and principles of managing projects. Many South African businesses are increasingly turning to effective project management to produce better results. The module will equip students with the competencies required to be effective project managers and enable students to apply the newly acquired knowledge in hypothetical cases through case studies and other practical methods. It is based directly on the Project Management Body of Knowledge (PMBOK) knowledge areas. Students will understand project risk management, managing a project, the ability to conduct a project in the business environment using various tools, and evaluating project leadership. Students will learn the role of the project manager and the intricacies related to the optimal functioning of the project team. They will be exposed to electronic project management systems and modern project management tools to initiate, plan, execute, and close a simulated project. The module includes strategies for effective project management in various project situations.

PUBLIC ECONOMICS

Public Economics deals with matters such as the role of Government in the economy, including social expenditure, public expenditure and (its) growth, the economics of taxation, fiscal and public debt policies, and fiscal federalism. The module also covers social security and healthcare topics and demonstrates how public economic theory is relevant in the real-world context. It describes the Government's role in reducing inequality and poverty, the taxation of companies, and the different views on fiscal policy and public debt.

PUBLIC SECTOR FINANCIAL MANAGEMENT

Sound financial management practices are essential for long-term institutional sustainability. At the national, provincial, and local government levels, they underpin the process of democratic accountability. Weak financial management results in the misdirection and under-utilisation of resources and increases the risk of corruption and highly questionable service delivery. Although the module material is quite broad, this module enables students to understand the basic concepts and implementation processes to establish sound processes and achieve rigorous financial governance. The module provides an overview of political regulation and oversight while addressing line and finance managers. The intention is to provide students with a holistic view of the discipline and enable them to navigate the principles and requirements of public sector financial management at the middle and senior management levels.

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11/12/23
Page 10 of 12

MODULE DESCRIPTIONS

PUBLIC SECTOR MANAGEMENT I

This module deals with the origin and core values of the scientific study of Public Administration and conceptualising the state, democracy, a developmental state, and public administration within these state forms. The module deals with lawfulness, reasonableness, procedural fairness, ethics, and accountability in Public Administration. Students learn about intergovernmental relations in different government systems and the functioning of the branches of Government in ensuring democracy and coordinating Government actions.

PUBLIC SECTOR MANAGEMENT II

This module deals with the state's role in ensuring sustainable development, explaining strategic management and national planning, clarifying the relationships between policies and planning, budgeting, and implementation structures, and their linkage to the integration and coordination of governance. The module describes policy management for effective and efficient public administration and the benefits and application of project and performance management in the public sector. It also deals with monitoring and evaluating the quality of policy implementation while describing how organisational development supports the developmental state. Students will gain understanding of the role of public procurement, human resource management and technology in the functioning of the state.

PUBLIC SECTOR MANAGEMENT III

This module unpacks the origin of urbanised communities and identifies the location and status of municipalities in the system of government in South Africa. It explains the constitutional framework applicable to intergovernmental relations within which municipalities operate without being subordinate to national and provincial spheres of government. Students will understand the classification of municipalities and responsibilities of councillors, including office-bearers and the legal framework applicable to policy-making and planning within a municipal context, in the context of the Integrated Development Plan (IDP). It provides an overview of the financial affairs of municipalities. It identifies the functions related to human resource administration and management within a municipal context and various municipal institutions established to promote efficient and effective local government.

RESEARCH METHODOLOGY

The purpose of this module is to expose students to the basic research process and understand the terminology, approaches, and methods of scientific research on an undergraduate level. The module also enables students to apply the planning and process of research in a research proposal of limited scope, based on a selected topic and approach.

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11/12/23
Page 11 of 12

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