

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; **OR**
- a National N Diploma in the field of Business, Commerce or Management. Students admitted via this option will be registered for the mathematics academic support module in their first semester.

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 The Digital Marketing major equips students with advanced knowledge and practical skills in digital marketing strategies, focusing on using tools such as SEO, social media, and analytics to drive business growth. Dive into the dynamic world of digital innovation and learn how to craft strategies that captivate audiences and transform brands. Key modules include Digital Marketing Theory, Digital Marketing Practice, and Technology and Innovation Management. Graduates can pursue careers as SEO/Paid Ads Specialists, Content Strategists, or Digital Marketing Managers. | 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 The Economics major provides analytical and decision-making skills to understand economic trends, policy-making, and global economic challenges. Discover how economies thrive, markets evolve, and policies shape the world as you master tools to solve complex global issues. Modules such as Economic Policy and Sustainability, International Economics, and Future Thinking and Scenario Planning offer a comprehensive foundation. Career paths include roles as Economic Research Analysts, Policy Advisors, or Economic Consultants. | 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) OR Future Thinking and Scenario Planning FSP372 (20 credits) |
| FASHION RETAIL The Fashion major blends creative insights with business principles to prepare students for roles in the dynamic fashion retail industry. Unleash your creative flair and business acumen to revolutionise the fashion world with innovative ideas and strategic expertise. With modules like Merchandising, Planning and Buying, Fashion Practice, and Strategic Management, this program fosters expertise in fashion supply chains and trend analysis. Graduates can pursue careers as Brand/Retail Managers, Merchandise Buyers, or Supply Chain Analysts. | 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 This major equips students to manage finances, analyse investments, and make sound corporate financial decisions. Learn how to master the financial pulse of an organisation, ensuring success in today's competitive markets. Key modules include Accounting, Financial Reporting and Analysis, and Financial Management. Graduates are prepared for careers as Financial Analysts, Financial Managers, or Investment Advisors. | 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 The General major offers a broad foundation in key business disciplines, enabling flexibility and adaptability for various management and entrepreneurial roles. Chart your own course in the business world with a customisable program that opens doors to limitless opportunities. With modules such as Entrepreneurship, Risk Management, and Strategic Management, graduates can excel as Business Managers, Sales Managers, or Entrepreneurs. | 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 The International Business major prepares students to navigate global commerce with expertise in international trade, cross-border management, and market strategy. Unlock the secrets to global business success and position yourself as a leader in an interconnected world. Modules include International Trade and Finance, International Business Strategy, and Global Marketing. Career options include roles as International Market Analysts, Export/Import Specialists, or Multinational Managers. | 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 The Investment Management major develops expertise in financial instruments, investment analysis, and the fundamentals of portfolio management, equipping graduates to excel in the financial sector. Explore the world of investments and learn to make impactful decisions that drive wealth and economic growth. Modules such as Statistics, Investment Management, and Risk Management provide a strong foundation. Career opportunities include roles as Investment Advisors, Fund Manager Trainees, or Junior Portfolio Managers. | 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 Focusing on the principles of planning, executing, and overseeing projects, the Project Management major emphasises strategic and agile approaches to deliver organisational success. Lead transformative projects and create innovative solutions that drive organisations forward. With modules like Financial Management, Project Management Planning, Execution and Practice, as well as Strategic Management, graduates can pursue careers as Project Managers, Project Control Managers, or Business Project Specialists. | 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 The Risk Management major equips students to navigate complex risk environments by focusing on identifying, evaluating, and mitigating risks. Be at the forefront of safeguarding organisations against uncertainty while building resilience for the future. Key modules include Risk Management, Financial Management, Strategic Management and Future Thinking and Scenario Planning. Career paths include roles as Risk Analysts, Risk Managers, or Compliance Officers. | 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

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