



Regenesys
Awakening Potential

Regenesys Management (Pty) Ltd
4 Pybus Road, Sandton, Johannesburg, South Africa
Postnet Suite 71, Private Bag x9976, Sandton City, 2146, South Africa
Tel: +27 (0) 11 669 5000, Fax: +27 (0) 11 669 5001
Web: www.regenesys.co.za, Email: info@regenesys.co.za

Council on Higher Education

Email: reaccreditation@ac.za

10 April 2015

BACHELOR OF BUSINESS ADMINISTRATION (BBA) CATEGORY B: REPRESENTATION

Review comments: *The number of credits is twice set out as follows "The programme is primarily structured with 12 core modules at 20 credits each, 2 majors at 40 credits each and 2 electives at 20 credits each", yet under the table outlining the design details it is indicated as "Programme Total Compulsory Credits: 440 Total Elective Modules: 4"*

Response:

The above comment seems true due to interpretation of the information which was reflected on the table that was exported from the HEQC on-line submission. Although it is true that the Programme Total Compulsory Credits add up to 440 and there are four elective modules, it needs to be once again stressed that the BBA curriculum comprises ONLY 12 core modules of 20 credits each (totaling 240 credits), a selection of two 40 credit majors, which equals 80 credits in total, and a choice of two 20 credit electives totaling 40 credits, which would sum up to 360 credits in total. This table is inserted below for further clarity.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAMME DESIGN DETAILS

Title of course/ module	Core (C)	Elective (E)	NQF level	Credits weighting	Course/ module outcomes	Course/ module assessment methods
Strategic Business Management I	C		5	20	<ul style="list-style-type: none"> Describe the organisational environment Explain the basic economic systems in which organisations operate Explore the different forms of enterprise or legal ownership Discuss the various management functions Examine the roles of the different levels of management Discuss how and why management styles has progressed Explain corporate social responsibility Demonstrate knowledge of emotional, spiritual and intellectual intelligences and its relevance to self and others Describe the strategic management process 	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form of written or oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.</p>



					<ul style="list-style-type: none"> • Explain change management models and processes 	
Human Resource Management I	C		5	20	<ul style="list-style-type: none"> • Describe human resource management terminology, concepts and principles • Understand factors contributing to the successful management of people in the work environment • Explain why people behave differently in the work environment • Identify relevant legislation pertaining to human resource management • Know the recruitment and selection process • Understand and interpret group dynamics • Explain the purpose, principles and processes of effective performance appraisal • Understand the relevance of the theories of motivation in the context of the work environment • Understand the principles and processes of conflict management • Explain the principles and relevance of emotional intelligence for organisations • Examine the important role that organisational culture and reward 	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form of written or oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.</p>



					systems play in the work environment	
Project Management I	C		5	20	<ul style="list-style-type: none">• Explain project management terminology, concepts, and definitions• Understand group dynamics relevant to project teams• Identify the need to establish a project• Apply key project management tools and techniques• List the tools to manage project time, scope, budget and quality• Identify and analyse appropriate stakeholders in the project management process• List and discuss key project success and failure factors	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form of written or oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.</p>



Financial Management I	C		5	20	<ul style="list-style-type: none">• Describe the core functions of financial management• Outline the framework for financial reporting• Explain financial management terminology, concepts and principles• Apply various financial planning techniques including budgeting and variance analysis, cash planning and capital budgeting• Analyse and interpret financial statements including the Statement of Financial Position, Statement of Comprehensive Income, and Statement of Cash Flows• Apply ratio analysis to financial statements• Appreciate advantages and limitations of ratio analysis	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form of written/oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.</p>
Marketing Management I	C		5	20	<ul style="list-style-type: none">• Explain marketing terminology, concepts and definitions• Describe the principles of customer behaviour• Describe the marketing environment• Understand market segmentation and positioning principles• Understand a marketing mix• Explain the components of a marketing strategy	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form</p>



						of written or oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.
Information and Communication Technology I	C		5	20	<ul style="list-style-type: none"> Describe the application of technology in the business environment Apply computer skills to access information Demonstrate familiarity of the research process Analyse a problem and present a creative solution 	<p>Formative assessments are conducted through assignments requiring limited research. This is normally conducted towards the middle of the module so as to provide timeous feedback to the students to assist them in their preparations for the summative assessments.</p> <p>Summative assessments in the form of written or oral examinations utilise a combination of multiple choice and essay type questions. A 80:20 theory: application ratio is followed.</p>
Strategic Management II	C		6	20	<ul style="list-style-type: none"> Conduct an environmental analysis using appropriate tools Develop the vision, mission, goals and objectives for and organisation Identify and explain the components of a strategic plan Monitor and evaluate a strategic plan and develop improvement strategies 	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions</p>



						and a 70:30 theory: application ratio is followed.
Human Resource Management II	C		6	20	<ul style="list-style-type: none"> • Explore the elements of the HR planning cycle • Explain the components of a succession plan • Develop a career plan • Develop job descriptions • Review the implications of labour legislation on an organisation • Explore performance management and the use of performance appraisals • Differentiate the differences between reward and remuneration in motivating staff • Review key leadership styles 	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions and a 70:30 theory: application ratio is followed.</p>
Project Management II	C		6	20	<ul style="list-style-type: none"> • Review the project management life cycle • Compare project management approaches and methodologies • Differentiate among the different project implementation approaches • Evaluate project leadership • Identify different project management software • Conduct a cost-benefit analysis • Explore risk assessment processes in the management of projects 	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions and a 70:30 theory: application ratio is followed.</p>



Financial Management II	C		6	20	<ul style="list-style-type: none">• Explain valuation terminology, concepts, and inputs• Determine the worth of investments (debentures, preference shares, and ordinary shares) using valuation models• Calculate the cost of debt financing (term loans and bonds)• Calculate the cost of equity financing (common shares, preference shares and retained earnings)• Determine the weighted average cost of capital for a company• Apply project appraisal techniques (capital rationing and 'make or buy' approach)• Explain dividend terminology and policy decisions• Understand ethical issues facing financial managers	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions and a 70:30 theory: application ratio is followed.</p>
Marketing Management II	C		6	20	<ul style="list-style-type: none">• Review the nature and scope of marketing• Undertake market segmentation and identify target markets• Explain the elements of the marketing mix• Describe the impact of environmental factors on the marketing function• Integrate marketing strategy with the overall organisational strategy	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions</p>



					<ul style="list-style-type: none"> Determine the positioning strategy by analysing and interpreting market information 	and a 70:30 theory: application ratio is followed.
Information and Communication Technology II	C		6	20	<ul style="list-style-type: none"> Explain Information and Communication Technology (ICT) concepts, terminology and definitions Explore the role and importance of information and communication technology in management Describe international trends in using ICT to improve the management of organisations Determine the key challenges of integrating ICT with business processes and management systems Explain the potential use of ICT in improving Customer Relations Management Review the concept of Business Intelligence (BI) 	<p>Formative assessment is in the form of assignments, where more research and application of theory is required. Case studies or scenarios are used to provide industry context where necessary.</p> <p>Summative assessment in the form of written or oral examinations may utilise a combination of multiple choice and essay type questions and a 70:30 theory: application ratio is followed.</p>
Select any 2 majors (year 3 modules)						
Financial Management III	C		7	40	<ul style="list-style-type: none"> Apply ratio analysis in determining the viability of a business Distinguish between the different forms of financing available to a business 	Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations,



					<ul style="list-style-type: none"> • Apply working capital management • Discuss the importance of working capital management • Interpret and apply current assets and current liabilities management • Display knowledge of cost-volume-profit analysis • Explain mergers, divestitures and business failure • Describe the elements of foreign trade • Explore international managerial finance 	<p>etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>
Human Resource Management III	C		7	40	<ul style="list-style-type: none"> • Review human resource management terminology • Conduct a job profiling analysis • Evaluate different recruitment strategies • Review legislation impacting recruitment and selection policies • Evaluate the selection process of an organisation • Develop and implement an induction plan • Monitor and report on employee progress • Analyse employee development needs and compile a personal development plan 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>

Marketing Management III	C		7	40	<ul style="list-style-type: none"> Analyse the relationship between branding and marketing Compare the benefits of branding to consumers and business Elaborate on the relevant issues associated with brand equity Implement the different branding decisions that marketers have to make Contrast the different types of branding Evaluate how the marketing mix contributes to branding Analyse the planning and implementation of brand management programmes Develop brand measurement and management systems Evaluate how brands are built and sustained over time; and Compare how brands are managed over geographical boundaries and market segments 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>
Project and Operations Management III	C		7	40	<ul style="list-style-type: none"> Evaluate the feasibility of a project Compare complex and simple projects Evaluate project progress and manage scope creep Undertake project risk assessment and implement contingency plans to manage the risks Conduct post-project analysis and 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations</p>

					<ul style="list-style-type: none"> project closure activities Analyse the role of leadership in managing successful projects Develop project management interventions Integrate project management principles with overall organisations operations Explain the concept of operations management in relation to project management 	with essay type questions and case studies. A 60:40 theory: application ratio is followed.
Strategic Management III	C		7	40	<ul style="list-style-type: none"> Review strategic management concepts and principles Develop a strategic plan Evaluate strategic plans Review organisational strategy in line with environmental dynamics Compare the different strategic management theories and models 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>
Select any 2 Elective modules						
Change Management		E	7	20	<ul style="list-style-type: none"> Evaluate change management terminology, concepts and techniques Review key strategic change process success and failure 	Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations,



					<p>factors within an organisation</p> <ul style="list-style-type: none">• Determine and analyse the need for change within an organisation• Evaluate change management models and interventions• Compare and contrast the roles and responsibilities of relevant stakeholders in the change management process• Formulate a process and plan to implement change effectively within an organisation• Analyse all organisational areas affected by the change management process	<p>etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>
Economics		E	7	20	<ul style="list-style-type: none">• Evaluate the task of economics• Analyse the relationships between demand, supply and market equilibrium• Compare the relationships between production and cost• Interpret the advantages and disadvantages of competition• Analyse the concept of the labour market• Integrate the principles of macroeconomics within an organisation• Distinguish between fiscal and monetary policy• Evaluate key macroeconomic terms and indicators such as:	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>



					<ul style="list-style-type: none"> ○ Economic growth and GDP ○ Inflation and CPI ○ Foreign exchange policy ○ Public debt ○ Trade policy (including ○ protection policy) • Analyse the context and nature of the South African economy • Evaluate economic growth and development in South Africa 	
Negotiation and Conflict Management		E	7	20	<ul style="list-style-type: none"> • Evaluate negotiation and conflict management terminology and concepts • Analyse the main sources of conflict within the work environment • Apply appropriate techniques to manage conflict within the work environment • Develop and implement a strategy to resolve conflict within the work environment • Prepare, conduct, conclude and evaluate negotiations at an organisational level 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p> <p>Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.</p>
Quality and Customer Service Management		E	7	20	<ul style="list-style-type: none"> • Evaluate the philosophy and principles of quality and customer service management • Analyse how quality improvement and effective customer service management can transform organisations • Evaluate quality management 	<p>Formative assessment is in the form of assignments, where more emphasis is placed on application with the use of a variety of tools such as case studies, simulations, etc.</p>



					<p>systems and models</p> <ul style="list-style-type: none">• Compare how employee attitudes and behaviour impact customer service• Evaluate how to communicate effectively with clients and relevant stakeholders to improve customer relations• Apply problem analysis tools to improve quality and customer service	Summative assessment is in the form of written or oral examinations with essay type questions and case studies. A 60:40 theory: application ratio is followed.
				Total: 360		