**QUALIFICATION: Bachelor of Arts in Communication Science (98051)**

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| **Qualification Title** | Bachelor of Arts in Communication Science |
| **Qualification title abbreviation** | BA (Communication Science) |
| **Mode of delivery** | Distance |
| **NQF Exit Level** | Level 7 |
| **Total credits** | 360 |
| **Minimum duration full** | 3 |
| **Minimum duration part** | 3 |
| **Qualification type** | Bachelors degree 360-credit |
| **Qualification designator** | Arts |
| **CESM** | 05 Communication, Journalism and Related Studies |
| **Professional class** | Non-Professional |
| **Research credits** | 0 |
| **Structured or with electives** | Electives |
| **Major field of study** | 0501 Communication and Media Studies,0502 Journalism,0503 Radio, Television and Digital Communication,0504 Public Relations, Advertising and Applied Communication,0599 Communication, Journalism and Related Studies, Other |
| **Minimum admission requirements** | A National Senior Certificate (NSC) (Degree endorsement) with at least 50% in the language of teaching and learning,  or  A Senior Certificate (SC) with matriculation exemption or qualify for the exemption from the Matriculation Board with at least a D symbol on HG or a C symbol on SG in the language of teaching and learning.  Candidates, who do not comply with the above requirements, should consider applying for a lower level qualification for which they meet the statutory and additional requirements. |
| **Qualification reference number** | 98051 |
| **SAQA qualification ID** | 14169 |
| **Replacing which qualifications** | Bachelor of Arts in Communication Science (98051) |

**Review comments:**

Currently the qualification only has 108 compulsory credits at level 7. However, a number of electives are pitched at level 7. The institution is requested to revisit the rules of the qualification to ensure that students exit with a minimum of 120 credits at level 7.

**Defferal comments:**

The revised table submitted by the institution does not indicate which modules are compulsory and which are electives. Therefore the total credits of the programme cannot be derived from the information captured in the revised table.

**Institutions response:**

The institution has taken note of the deferral comment by the CHE and is responding by attaching the programme design section which comprises of the whole curriculum structure, this indicates both the compulsory as well as elective modules, including the total credits on each level to ensure compliance to the HEQSF.

**Programme design details**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Modules** | **NQF Level** | **Credits** | **Year Level** | **Compulsory** | **Elective** | **Module status: Removed / Added / Modified / Unchanged** |
| **FIRST LEVEL** | | | | | | |
| COM1501 – Fundamentals of Communication | Level 5 | 12 | 1 | Yes | No | Unchanged |
| COM1502 – Communication Contexts and Applications | Level 5 | 12 | 1 | Yes | No | Unchanged |
| COM2602 - Integrated Organisational Communication | Level 5 | 12 | 1 | Yes | No | Unchanged |
| COM2603 - Intercultural, Development and Health Communication | Level 5 | 12 | 1 | Yes | No | Unchanged |
| EUP1501 – Ethical Information and Communication Technologies for Development Solutions | Level 5 | 12 | 1 | Yes | No | Unchanged |
| **Select two modules from the following** | | | | | | |
| AFK1502 - Basic Text Skills (Afrikaans) | Level 5 | 12 | 1 | No | Yes | Unchanged |
| ENG1501 - Foundations in English Literary Studies | Level 5 | 12 | 1 | No | Yes | Unchanged |
| ENN1504 - Practising Workplace English | Level 5 | 12 | 1 | No | Yes | Unchanged |
| **GROUP C. Select three of the following** | | | | | | |
| AFK1501 - Afrikaans Today (Literature) | Level 5 | 12 | 1 | No | Yes | Unchanged |
| AFL1501 - Language Through an African Lens | Level 5 | 12 | 1 | No | Yes | Modified |
| AFL1502 - African Language and Culture in Practice | Level 5 | 12 | 1 | No | Yes | Unchanged |
| APC1501 - Political Evolution of the African State | Level 5 | 12 | 1 | No | Yes | Unchanged |
| APC1502 - The Politics of Contemporary Africa | Level 5 | 12 | 1 | No | Yes | Unchanged |
| APY1501 - The anthropological Study of Culture in a Multicultural Context | Level 5 | 12 | 1 | No | Yes | Unchanged |
| ARH1501 - Visual Literacy | Level 5 | 12 | 1 | No | Yes | Unchanged |
| ARH1502 - Introduction to Art History | Level 5 | 12 | 1 | No | Yes | Unchanged |
| CMY1501 - Introduction to Criminology: Crime, offenders and Criminal Behaviour | Level 5 | 12 | 1 | No | Yes | Unchanged |
| CMY1502 - Introduction to Criminology: Victims and Reduction of Crime | Level 5 | 12 | 1 | No | Yes | Unchanged |
| COS1511- Introduction to Programming I | Level 5 | 12 | 1 | No | Yes | Unchanged |
| COS1512- Introduction to Programming II | Level 5 | 12 | 1 | No | Yes | Unchanged |
| COS1521 - Computer Systems: Fundamental Concepts | Level 5 | 12 | 1 | No | Yes | Unchanged |
| DVA1501 - Introduction to Development Studies | Level 5 | 12 | 1 | No | Yes | Unchanged |
| DVA1601 - Development Problems and Institutions | Level 6 | 12 | 1 | No | Yes | Unchanged |
| ECS1501 - Economics IA | Level 5 | 12 | 1 | No | Yes | Unchanged |
| ECS1601 - Economics IB | Level 6 | 12 | 1 | No | Yes | Unchanged |
| ENG1502 - Foundations in English Language Studies | Level 5 | 12 | 1 | No | Yes | Modified |
| GGH1501 - Know Your World: Introduction to Geography | Level 5 | 12 | 1 | No | Yes | Unchanged |
| GGH1502 - World issues: a Geographical Perspective | Level 5 | 12 | 1 | No | Yes | Unchanged |
| HSY1502 - The Making of Early Colonial South Africa: Transformation and Resistance | Level 5 | 12 | 1 | No | Yes | Unchanged |
| INF1511 - Visual Programming I | Level 5 | 12 | 1 | No | Yes | Unchanged |
| INF1520 - Human-Computer Interaction I | Level 5 | 12 | 1 | No | Yes | Unchanged |
| INS1501 - Introduction to Information Science | Level 5 | 12 | 1 | No | Yes | Unchanged |
| INS1502 - Developing Information Skills for Lifelong Learning | Level 5 | 12 | 1 | No | Yes | Unchanged |
| IOP1501 - Psychological Processes in Work Context | Level 5 | 12 | 1 | No | Yes | Unchanged |
| IOP1601 - Personality in Work Context | Level 6 | 12 | 1 | No | Yes | Unchanged |
| IPC1501 - Fundamentals of International Politics | Level 5 | 12 | 1 | No | Yes | Unchanged |
| IPC1502 - South Africa in International Politics | Level 5 | 12 | 1 | No | Yes | Unchanged |
| LIN1502 - Multilingualism: the Role of Language in the South African Context | Level 5 | 12 | 1 | No | Yes | Unchanged |
| MNB1501 - Business Management IA | Level 5 | 12 | 1 | No | Yes | Unchanged |
| MNB1601 - Business Management IB | Level 6 | 12 | 1 | No | Yes | Unchanged |
| PLC1501 - Politics As Social Activity | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PLC1502 - Understanding the State | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PLS1501 - Introduction to Western Philosophy | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PLS1502 - Introduction to African Philosophy | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PSC2601 - South African Politics | Level 6 | 12 | 1 | No | Yes | Unchanged |
| PUB1501 - The Nature, Content and Scope of Public Administration | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PUB1601 - The Structuring and Functioning of Public Services | Level 6 | 12 | 1 | No | Yes | Unchanged |
| PYC1501 - Basic Psychology | Level 5 | 12 | 1 | No | Yes | Unchanged |
| PYC1502 - Psychology in Society | Level 5 | 12 | 1 | No | Yes | Unchanged |
| SOC1501 - Understanding SA: Families, Education, Identities and Inequality | Level 5 | 12 | 1 | No | Yes | Unchanged |
| SOC1502 - Understanding South Africa: Families, Education, Identities and Inequality | Level 5 | 12 | 1 | No | Yes | Unchanged |
| THL1501 - Introduction to Theory of Literature | Level 5 | 12 | 1 | No | Yes | Unchanged |
| THL1502 - Introduction to Literary Genres | Level 5 | 12 | 1 | No | Yes | Unchanged |
| **Total Credits on level 1 : 120** | | | | **Total Compulsory Credits: 60** | **Total Elective Credits: 60** |  |
|  | | | | | | |
| **SECOND LEVEL** | | | | | | |
| CML1501 - Communication Law | Level 5 | 12 | 1 | Yes | No | Unchanged |
| COM2601 - Organisational Communication | Level 6 | 12 | 2 | Yes | No | Unchanged |
| COM2604 - Media Studies: Mass Communication and Media Theory | Level 6 | 12 | 2 | Yes | No | Unchanged |
| RSC2601 - Research in Social Sciences | Level 6 | 12 | 2 | Yes | No | Unchanged |
| TEX2601 - Writing Skills for the Communication 0Industry | Level 6 | 12 | 2 | Yes | No | Unchanged |
| **Select five of the following** | | | | | | |
| AFK2601 - Genre and Theme | Level 6 | 12 | 2 | No | Yes | Unchanged |
| AFK2602 - Afrikaans Grammar | Level 6 | 12 | 2 | No | Yes | Unchanged |
| AFL2601 - Communication Dynamics in African Languages | Level 6 | 12 | 2 | No | Yes | Unchanged |
| AFL2602 - Understanding African Management Practices As Reflected in African Languages Literature and | Level 6 | 12 | 2 | No | Yes | Unchanged |
| AFL2603 - Literature and Society: a Perspective On African Languages | Level 6 | 12 | 2 | No | Yes | Unchanged |
| APC2601 - Political Change in Contemporary Africa | Level 6 | 12 | 2 | No | Yes | Unchanged |
| APC2602 - Political Economy of Africa | Level 6 | 12 | 2 | No | Yes | Unchanged |
| APY2601 - Anthropological Theory in Practice | Level 6 | 12 | 2 | No | Yes | Unchanged |
| DVA2601 - Projects and Programmes As Instruments of Development | Level 6 | 12 | 2 | No | Yes | Unchanged |
| DVA2602 - Community Development and the Basic Needs Approach | Level 6 | 12 | 2 | No | Yes | Unchanged |
| HRM2605 - Human Resource Management for Line Managers | Level 6 | 12 | 2 | No | Yes | Added |
| HSY2601 - Themes in the 19th Century History: Power and the Western World | Level 6 | 12 | 2 | No | Yes | Unchanged |
| INS2601 - Exploring Information User Studies | Level 6 | 12 | 2 | No | Yes | Added |
| INS2602 - Investigating Information Ethics in the Information Era | Level 6 | 12 | 2 | No | Yes | Unchanged |
| INS2603 - Introducing Information Management | Level 6 | 12 | 2 | No | Yes | Unchanged |
| IOP2602 - Organisational Psychology | Level 6 | 12 | 2 | No | Yes | Unchanged |
| IPC2601 - International Organisations | Level 6 | 12 | 2 | No | Yes | Unchanged |
| IPC2602 - International Political Dynamics | Level 6 | 12 | 2 | No | Yes | Unchanged |
| LIN2602 - Language in a Changing World | Level 6 | 12 | 2 | No | Yes | Unchanged |
| LIN3705 - Text Structure and Function | Level 6 | 12 | 2 | No | Yes | Unchanged |
| MNM2601 - Marketing Management | Level 6 | 12 | 2 | No | Yes | Unchanged |
| MNM2602 - Essentials of Marketing | Level 6 | 12 | 2 | No | Yes | Unchanged |
| MNM2605 - Consumer Behaviour | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PLC2601 - Understanding Political Behaviour and Participation | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PLC2602 - Politics and Public Policy | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PLS3701 - Theoretical and Applied Ethics | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PSC2601 - South African Politics | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PUB2601 - Foundations of Public Administration | Level 6 | 12 | 2 | No | Yes | Unchanged |
| PUB2603 - Creation of Wealth | Level 6 | 12 | 2 | No | Yes | Unchanged |
| SOC2601 - Theories of Social Change | Level 6 | 12 | 2 | No | Yes | Unchanged |
| SOC2602 - Globalisation and Social Change in South Africa | Level 6 | 12 | 2 | No | Yes | Unchanged |
| THL2601 - Theory of the Sign in Literature and Culture | Level 6 | 12 | 2 | No | Yes | Unchanged |
| WLL2602 - Film, Literature and Society | Level 6 | 12 | 2 | No | Yes | Unchanged |
| **Total Credits on level 2 : 120** | | | | **Total Compulsory Credits: 60** | **Total Elective Credits: 60** |  |
|  | | | | | | |
| **THIRD LEVEL** | | | | | | |
| COM3701 - Marketing Communication | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3702 - Media Studies: Institutions, Theories and issues | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3703 - Media Studies: Content, Audiences and Production | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3704 - New Media Technology | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3705 - International Communication | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3706 - Communication Research | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3707 - Political and Government Communication and Media Ethics | Level 7 | 12 | 3 | Yes | No | Unchanged |
| COM3708 - Advertising and Public Relations | Level 7 | 12 | 3 | Yes | No | Unchanged |
| TEX3701 - Persuasive Texts | Level 7 | 12 | 3 | Yes | No | Unchanged |
| **Select ONE of the following** | | | | | | |
| AFK3702 - Comparatism: Intertextual Dialogues | Level 7 | 12 | 3 | No | Yes | Unchanged |
| AFK3704 - Afrikaans Beyond Boundaries: an Interdisciplinary Perspective | Level 7 | 12 | 3 | No | Yes | Unchanged |
| APC3701 - The Politics of Southern Africa | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ARH3703 - Visual Culture 2 | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ARH3704 - Modernism and Postmodernism | Level 7 | 12 | 3 | No | Yes | Added |
| DVA3701 - Development Theories | Level 7 | 12 | 3 | No | Yes | Unchanged |
| DVA3702 - Rural and Urban Development | Level 7 | 12 | 3 | No | Yes | Unchanged |
| DVA3703 - Development Policy and Strategies | Level 7 | 12 | 3 | No | Yes | Unchanged |
| DVA3704 - Development Planning | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ENG3701 - The History and Spread of English | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ENG3702 - The English Language: Context and Purpose | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ENG3703 - Theoretical Approaches to English Language and Literature | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ENG3704 - Shakespeare’s Dramatic Art | Level 7 | 12 | 3 | No | Yes | Unchanged |
| ENG3705 - Modern and Postmodern Literature in English | Level 7 | 12 | 3 | No | Yes | Unchanged |
| HSY3701 - Decolonisation, Independence and Social Change in Modern Africa | Level 7 | 12 | 3 | No | Yes | Unchanged |
| INS3705 - Information and Knowledge Management | Level 7 | 12 | 3 | No | Yes | Unchanged |
| LIN3702 - Translation and Editing Techniques | Level 7 | 12 | 3 | No | Yes | Added |
| MNM3048 - Promotion Management | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PLC3701 - Political Ideas | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PLC3702 - Democracy and Other forms of Regime | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PLS3705 - Political Philosophy | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PUB3701 - Public Management Skills | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PUB3702 - Public Human Resource Management | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PUB3704 - Organisational Studies in the Public Sector | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PYC3701 - Social Psychology | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PYC3703 - Cognition: Thinking, Memory and Problem Solving | Level 7 | 12 | 3 | No | Yes | Unchanged |
| PYC3705 - Transformative Counselling Encounters | Level 7 | 12 | 3 | No | Yes | Unchanged |
| SOC3702 - Industrial Sociology | Level 7 | 12 | 3 | No | Yes | Unchanged |
| SOC3704 - Group Dynamics | Level 7 | 12 | 3 | No | Yes | Unchanged |
| SOC3705 - Theorising Modernity: Classical and Contemporary Social Theory | Level 7 | 12 | 3 | No | Yes | Unchanged |
| THL3705 - Literary Theory in Context | Level 7 | 12 | 3 | No | Yes | Unchanged |
| **Total Credits on level 3:** | | | | **Total Compulsory Credits: 108** | **Total Elective Credits: 12** |  |
| **Total Credits for the qualification : 360** | | | | | | |