**CHECKLISTING TEMPLATE**

|  |  |
| --- | --- |
| **Higher Education Institution** | **AAA School of Advertising (Pty) Ltd** |
| **HEQC Reference number:** | [**H/PR057/AR011CAN**](javascript:winPrintApplicationForm('Application%20Form','15322',%20'UFJFVl9XT1JLRkxPVz0zNiU3QzIxMyZEQklORl9IRUluc3RpdHV0aW9uX19fSEVJX2lkPTgyJkRCSU5GX2luc3RpdHV0aW9uYWxfcHJvZmlsZV9fX2luc3RpdHV0aW9uX3JlZj04MiZEQklORl9JbnN0aXR1dGlvbnNfYXBwbGljYXRpb25fX19hcHBsaWNhdGlvbl9pZD0xNTMyMg==',%20'');) |
| **Programme title:** | **Bachelor of Arts Honours in Digital Marketing** |
| **Name of checklister:** | **Babongile Malobola** |
| **Date returned to Institution** |  |
| **Date finalized** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
|  | The declaration is signed by the DVC/Academic Head / CEO | X |  |  |

**SECTION B: INSTITUTIONAL INFORMATION**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
| 1. 1 | The contact information in the Institutional profile is up to date | X |  |  |
|  | The policies on the institutional profile are not older than 5 years and a formal document on a letter of the Institution without track changes | x |  |  |
|  | The policies are that of the Institution and not from any other institution | x |  |  |
|  | The sites of delivery on the application are the sites of delivery captured on the Institutional profile of the Institution | x |  |  |
|  | The name of the Holding Company is made available, if applicable |  |  | n/a |
|  | The DHET registration number is available | x |  | On DHET certificate |
|  | For private higher institutions the latest DHET certificate is uploaded | x |  | Dated 2020 |
|  | If the institution is not owned by the institution an updated lease agreement is uploaded. | x |  | Three agreements were uploaded. |

**SECTION C: SITE OF DELIVERY**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | The name of the institution in the case of the public university is the registered name of the institution |  |  |  |
|  | The name of the private institution is the same name that is on the CIPC document attached |  |  | n/a |
|  | The title of the programme is aligned with the nomenclature in the *HEQSF* | x |  |  |
|  | The title of the programme is not indicated in capital letters only | x |  |  |
|  | No abbreviations, punctuation, number of signs are used in the title of the programme | x |  |  |
|  | The qualification title abbreviation is correct and aligned with the HEQSF | x |  |  |
|  | Only 1 site of delivery is selected in the case of a distance programme |  |  | n/a |
|  | The full address of the site of delivery is available | x |  |  |
|  | The email address of the institutional administrator is linked to the institution and is not a gmail account |  | x |  |

**SECTION D: PROGRAMME / QUALIFICATION INFORMATION**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | The programme is not advertised on the institution’s website |  | x |  |
|  | If the answer is “yes”, the approval / endorsement /validation letter of the statutory professional body is attached |  |  | n/a |
|  | The letter from the professional body is not merely an indication of the request received from the Institution. |  |  | n/a |
|  | The professional body indicated is registered by SAQA |  |  | n/a |
|  | The PQM letter is uploaded (public university) |  |  | n/a |
|  | The PQM letter is not older than 15 months since the date of the submission of the application |  |  | n/a |
|  | The title of the PQM letter is the same as the title of the programme submitted for accreditation |  |  | n/a |
|  | In the case of the existing private institution, the Report of Good Standing from the DHET is uploaded | x |  | Dated 12 November 2020 |
|  | In the case of an existing institution, the confirmation letter from HEQCIS is uploaded |  | x |  |
|  | If this is an educational programme, the DHET approval letter is uploaded |  |  | n/a |
|  | This is not an application for a 240 credit Diploma application. If yes, the application must be returned |  |  | n/a |
|  | The NQF level is aligned to the qualification type | x |  |  |
|  | The credits indicated are aligned with the qualification type and are not more than 10% more than the prescribed maximum credits, except in the case of a professional programme | x |  |  |
|  | The number of research credits are indicated in the case of a postgraduate programme / qualification | x |  | 30 |
|  | The CHE reference code, SAQA ID and programme/qualification name are indicated for underpinning programmes/qualifications | x |  |  |
|  | The SAQA ID indicated refers to a HEQSF aligned programme | x |  |  |
|  | Both the SAQA organizing field and sub-field are indicated | x |  |  |
|  | The CEMS categories are indicated |  |  | n/a |
|  | If a qualifier is indicated in the title, at least 50% of the minimum total credits for the qualification and at least 50% of the minimum credits at the qualification’s exit level are in the field of specialisation denoted by the qualifier. |  |  | n/a |

**SECTION D: PROGRAMME/QUALIFICATION DESIGN**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | The programme / qualification is aligned with the institutional vision and mission as indicated in the Institutional profile | **x** |  |  |
|  | The rational of the programme / qualification indicates the reasons that led to the identification of the need of the programme / qualification | **x** |  |  |
|  | The purpose of the qualification is a description of the context of the programme / qualification, what it is intended to achieve in the national, professional / career context | **x** |  |  |
|  | The module outline document is available and uploaded as one document | **x** |  |  |
|  | The total credits are aligned to the qualification type | **x** |  |  |
|  | The rules of progression is available | **x** |  |  |
|  | The Associated Assessment Criteria are listed per Exit level outcome | **x** |  |  |
|  | The Institution provides details of how the programme / qualification compares internationally by identifying at least two countries as well as registered / recognized / accredited institutions and titles of qualifications |  | **x** | **The Institution did not provide the similarities between two foreign qualifications with the new qualification** |
|  | The institution provides and reasons if a programme / qualification in not internally comparable | **x** |  |  |
|  | The articulation pathways indicated are linked to HEQSF aligned accredited and SAQA registered programmes and qualifications | **x** |  |  |
|  | If WIL is included in the curriculum, the WIL template is completed. |  | **x** |  |

**SECTION E: STUDENT RECRUITMENT, ADMISSION AND SELECTION**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | The minimum admission requirements are clearly stated | **x** |  |  |
|  | In the case of postgraduate study, the specific undergraduate qualification of the institution and other cognate qualification are indicated |  | x | They just stated that a “relevant undergraduate degree” is required |
|  | The RPL process is explained and if not implemented, a reason is provided | x |  |  |
|  | It is stated that only a maximum of 10% of the cohort of students will be admitted through RPL |  | x | The application just states that only the selected few will be admitted through RPL, they’re not mentioning the 10% Specifically |
|  | Information on how CAT will be implemented in the programme is explained | x |  |  |

**SECTION F: PROGRAMME PROVISIONING**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | The total % for the learning and teaching provisioning amounts to 100% | **x** |  |  |

**SECTION F: PROGRAMME DELIVERY DOCUMENTS**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | All the templates are completed | **x** |  |  |
|  |  |  |  |  |

**SECTION G: INFRASTRUCTURE, STAFFING, AND HEADCOUNT ENROLMENTS**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | All the information is submitted per site of delivery | x |  |  |
|  | The CV of the programme coordinator is submitted | x |  |  |
|  | The CVs of the Academic staff members are uploaded, if not the staff recruitment plan is available | x |  |  |

1. **SECTION H: LIST OF REQUIRED DOCUMENTS**

|  | **ITEM** | **Yes** | **No** | **Reason for returning to institution** |
| --- | --- | --- | --- | --- |
|  | **The following documents are uploaded** |  |  |  |
|  | Workplace-based learning agreements or contracts / Service Level Agreements |  | **x** | **The Institution just provided an excel spreadsheet with the names and contact details of staff.** |
|  | Support Staff Members for this programme / qualification – CVs (incl. librarian / information specialist) | **x** |  |  |
|  | External examiners’ CVs | **x** |  |  |
|  | External moderators’ CVs | **x** |  |  |
|  | Approved budget for the programme / qualification | **x** |  |  |
|  | Budget for the development of learning materials for the programme | **x** |  |  |
|  | Prescribed and recommended reading list for the programme / qualification is the correct field. | **x** |  |  |
|  | Study guides & programme handbooks | **x** |  |  |
|  | In the case of an existing institution, upload the minutes from meeting(s) of Senate / Academic Board / governance and management structure indicating approval of this programme / qualification. If this is a new institution, upload evidence of processes that were followed to approve the application for accreditation | **x** |  |  |