

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)			Imperial School of Business and Science											
TITLE		Bachelor of Commerce in Business Management						NCQF LEVEL		7				
STRANDS (where applicable)		1. N/A 2. 3. 4.												
FIELD		Business, Commerce and Management Studies						CREDIT VALUE		495				
SUB FIELD		Management studies												
New Qualification				Legacy Qualification				Renewal Qualification		✓				
								Registration Code		Q0018				
SUB-FRAMEWORK		General Education						TVET				Higher Education		✓
QUALIFICATION TYPE		Certificate	I	II	III	IV	V	Diploma	Bachelor	✓				
		Bachelor Honours				Post Graduate Certificate				Post Graduate Diploma				
		Masters						Doctorate/ PhD						
RATIONALE AND PURPOSE OF THE QUALIFICATION														

RATIONALE:

The field of Business Management is crucial in developing countries such as Botswana. The government's long-term strategy to create a SADC business hub will require people who can communicate at all levels of the business industry. We use leadership roles in many aspects of our lives without noticing or realising it. Business leaders and managers are the core strength of every economy, and this course will prepare the people of Botswana to create, lead and start their own business. This has been identified by the Human Resource Development Council (HRDC) by specifying "Business & Financial Services" as one of the prioritised fields that create employment opportunities in Botswana (*BHRDS Fair and Career Clinics 2023. Page 18.*). Besides, the BHRDC recommended soft skills (*BHRDS Fair and Career Clinics 2023. Page 15*) such as: Problem-solving skills, Critical thinking, Creativity, originality & Initiative, People Management, Co-ordination, Emotional intelligence, Adaptability, Cognitive flexibility, Leadership and Social influence, Analytical thinking and Innovation, Quality & Operational thinking, Complex Problem solving, Collaboration, Judgement and Decision making, Service Orientation, Negotiation & Persuasion and Time Management are essential for the Business Management graduates, hence incorporated in the curriculum of the qualification.

In addition, ever since the developer started offering the Bachelor of Commerce (BCom) in Business Management qualification, that is, from the year 2019 under the new regulation (NCQF), the demand for the qualification has been high. This is evident in the student's enrolment records during the years 2019-2021, 2021-2022, 2022-2023, and 2023 to 2024 concerning the qualification of BCom in Business Management.

In addition to that, in the stakeholders' consultative meetings/surveys conducted by the developer for the purpose of assessing the validation of the qualification during the time of its renewal, the majority of the stakeholders supported the view that the qualification, BCom in Business Management, is still relevant in Botswana as it could create more employment opportunities. In this respect, the stakeholders provided the following recommendations to adapt the qualification according to the current needs of the industry. Therefore, the modules "Introduction to Accounting and Finance", "Small Business and Entrepreneurship", "Principles of Economics", "Managerial Economics", "Business Plan", "Digital Marketing" and "Customer relationship management" are added to the curriculum of the qualification BCom in Business Management. Besides, in order to provide more work-place experiential learning, the credit value of the module "Industrial Attachment" is increased in the reviewed qualification.

Besides, this qualification will equip students with the knowledge and skills to understand, implement, and assist in projects in the country and create job opportunities for business practitioners, supervisors, and young entrepreneurs. Moreover, the Citizen Entrepreneurial Development Agency (CEDA) (CEDA | Finance Develop Sustain. <http://www.ceda.co.bw/objectives>) encourages young business managers whereby they provide financial aid to individuals, and one of the main criteria is for the applicant to have this qualification.

PURPOSE: (itemise exit level outcomes)

The purpose of this qualification is to produce graduates with specialised knowledge, skills and competence to:

- a) Execute exceptional knowledge and skills to assess external environments for commencing business activities.
- b) Utilise the skills in information technology to operate the business, finance and marketing activities of a company.
- c) Establish legal and ethical compliance with internal and external stakeholders pertaining to business activities.
- d) Plan, execute and manage business projects nationally and internationally.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

Entry Requirements:

Prospective learners will be admitted to this qualification on account of having satisfied the minimum entry requirements as stated below

- Certificate IV, NCQF Level 4 (e.g. BGCSE/IGCSE) or equivalent qualification.
- Recognition of Prior Learning (RPL) is an entry requirement for this qualification.

(Note: Please use Arial 11 font for completing the template)

BQA NCQF QUALIFICATION TEMPLATE

SECTION B QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
1. Communicate effectively with national and international clients, specifically on business matters.	1.1 Draft effective business communication documents for internal and external purposes. 1.2 Schedule meetings with audio, video, and web-sharing components and speak effectively using verbal and non-verbal cues. 1.3 Apply strategic flow of communication in an organisation.
2. Execute advanced skills in working with a computer to produce various electronic documents using different software applications.	2.1 Evaluate the basic elements required in a computer system with special attention to their functions. 2.2 Apply proper file and folder management techniques using a computer application. 2.3 Analyse data utilising appropriate computer applications. 2.4 Apply functions and formulas with the help of computer applications. 2.5 Use Internet tools to enhance PowerPoint presentations. 2.6 Import and export data with the help of computer applications.
3. Understand and apply leadership skills and behaviours appropriate for strategically improving an organisation's functions.	3.1 Critically evaluate the difference between leadership and management. 3.2 Evaluate influencing leadership styles that can be used in an organisation. 3.3 Assess various leadership techniques to manage and motivate employees.

BQA NCQF QUALIFICATION TEMPLATE

4. Apply the essential numerical skills required for bookkeeping and accounting and make sound financial decisions in business.	4.1 Prepare double-entry bookkeeping utilising the financial transactions of a company. 4.2 Record transactions in the appropriate ledger accounts using the double-entry bookkeeping system. 4.3 Balance off ledger accounts at the end of an accounting period of a company 4.4 Prepare a trial balance, balance sheet and a profit and loss account. 4.5 Prepare financial planning and reports for a company.
5. Develop an appropriate business model suitable for an organisation.	5.1 Asses the significant types of business models. 5.2 Identify and assess the key components of a business model. 5.3 Develop criteria for professional development and career growth. 5.4 Critique the challenges and considerations in developing a Business Model.
6. Execute sound financial decisions in business and personal arenas.	6.1 Prepare financial planning for running an organisation 6.2 Draft financial reports for an organisation. 6.3 Utilise finance strategically for the operation of an organisation.
7. Manage and plan key human resource functions within an organisation.	7.1 Apply skills in planning, directing, and coordinating the administrative functions of an organisation.

BQA NCQF QUALIFICATION TEMPLATE

	7.2 Assess strategies in recruiting, interviewing, hiring, training, and supporting the newly recruited staff in a company. 7.3 Evaluate the criteria for establishing legal compliance with employment relations for the operation of a company. 7.4 Evaluate the systems of payroll, benefits and employee information of a company.
8. Conduct market research and identify the feasibility of a new business proposal.	8.1 Evaluate qualitative and quantitative types of data in research methods. 8.2 Assess various methods of data collection in market research. 8.3 Identify and assess the methods of data analysis pertaining to market research for a company. 8.4 Assess the methods of data interpretation in a research activity.
9. Apply advanced strategies to promote the goods and services of a company.	9.1 Evaluate how macro environmental factors, for instance political/cultural, economic, and legal factors affect marketing activities and vice versa. 9.2 Assess the factors involved in consumer decision making. 9.3 Examine how ethics and corporate responsibility affect marketing decisions. 9.4 Critically evaluate the key analytical framework and tools used in marketing. 9.5 Evaluate the marketing function and the role it plays in achieving organisational success.

BQA NCQF QUALIFICATION TEMPLATE

10. Apply skills in marketing a product or service digitally.	10.1 Evaluate the advantages of Digital marketing over traditional marketing. 10.2 Critically evaluate the threats and advantages posed by digital marketing. 10.3 Examine how digital marketing strategy differs across business sectors. 10.4 Identify and assess the significant issues in the development and implementation of digital marketing strategy.
11. Apply advanced skills in identifying, assessing and monitoring operational activities of an organisation.	11.1 Translate corporate goals into functional and individual goals. 11.2 Utilise skills to manage and delegate duties and responsibilities to the people in an organisation to 11.3 Identify and assess strategies to monitor organisational operations. 11.4 Identify the performance evaluations tools and assess the performance of the staffs of a company.

Note: Please use Arial 11 font for completing the template)

BQA NCQF QUALIFICATION TEMPLATE

SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	495
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Introduction to Business Communications	12			12
	Introduction to Business	12			12
	Introduction to Computer Applications	12			12
	Introduction to Quantitative Methods	12			12
	Business and Industrial Psychology	12			12
	Introduction to Accounting and Finance		12		12
	Principles of Management		12		12

BQA NCQF QUALIFICATION TEMPLATE

	Principles of Marketing		12		12
	Small Business and Entrepreneurship		12		12
	Business Law - Botswana		12		12
CORE COMPONENT Subjects/Courses/ Modules/Units	Operations Management I		12		12
	Quantitative Methods		12		12
	Organisational Behaviour		12		12
	Business Information Systems		12		12
	Human Resources Management		12		12
	Financial Planning and Management		12		12
	Principles of Economics		12		12
	Leadership		12		12
	Financial Accounting		12		12

BQA NCQF QUALIFICATION TEMPLATE

	Corporate Governance and Ethics		12		12
	Managerial Accounting			15	15
	Business plan			15	15
	Digital Marketing			15	15
	Project Management			15	15
	Managerial Economics			15	15
	Integrated Marketing Communication			15	15
	Customer relationship management from elective			15	15
	Corporate Strategy			15	15
	International Business			15	15
	Research Methodology			15	15
	Research Project			20	20

BQA NCQF QUALIFICATION TEMPLATE

	Industrial Attachment			40	40
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.	N/A				
2.	N/A				
Electives (Any three)	Public Finance and Taxation			15	15
	Operations Management II			15	15
	New Venture Financing			15	15
	Entrepreneurial Behaviour and Dynamic Capabilities			15	15
	Business Ownership and Entrepreneurship			15	15

BQA NCQF QUALIFICATION TEMPLATE

	Botswana Labour Laws			15	15
	Corporate Finance			15	15
	Financial Management			15	15
	Strategic Marketing			15	15
	Strategic Human Resource Management			15	15
	Enterprise Risk Management			15	15

BOTSWANA
Qualifications Authority

BQA NCQF QUALIFICATION TEMPLATE

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
Level 5	60
Level 6	180
Level 7	255
TOTAL CREDITS	495

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

Rules of Combination:

Students must take all the fundamental modules worth 120 credits, Core modules worth 375 credits including three (3) Electives worth 45 credits to achieve a total of 495 credits to graduate in Bachelor of Commerce in Business Management qualification.

(Note: Please use Arial 11 font for completing the template)

BQA NCQF QUALIFICATION TEMPLATE

ASSESSMENT ARRANGEMENTS

Continuous Assessment (Assignments and Mid-Term Test):

The outcomes of each module in the qualification are assessed through Continuous Assessments. Fifty percent (50%) of the total marks will be contributed to the Final Mark.

Summative (Final Exams):

Summative/ final examination will contribute 50% to the Final Mark. All the assessors must have BQA assessor certificates and a minimum three (3) years of teaching experience in the relevant field.

MODERATION ARRANGEMENTS

There will be provision for internal and external moderation, conducted by Moderators registered with Botswana Qualifications Authority (BQA) or any other recognised authority.

RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL) will be applicable for consideration for award in this qualification.

CREDIT ACCUMULATION AND TRANSFER

Credit Accumulation Transfer (CAT) will be applicable for consideration for award in this qualification.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning progression Vertical:

- a) Master of Commerce in Business Management
- b) Bachelor of Commerce (Honours) in Business Management
- c) Master of Business Administration in Management
- d) Bachelor of Commerce (Honours) in Management
- e) Master of Commerce in Entrepreneurship
- f) Bachelor of Commerce (Honours) in Entrepreneurship
- g) Master of Business Administration in Entrepreneurship
- h) Master of Business Administration

Learning progression Horizontal:

- a) Bachelor of Commerce in Business Management
- b) Bachelor of Business Administration
- c) Bachelor of Business Management
- d) Bachelor of Commerce in Entrepreneurship

e) Bachelor of Commerce in Business Administration

Employment Progression:

- a) Business Supervisor/Manager
- b) Business analyst
- c) Business consultant
- d) Sales supervisor/manager
- e) Marketing supervisor/manager

QUALIFICATION AWARD AND CERTIFICATION

Students are required to achieve 495 credits to graduate in the qualification BCom in Business Management. Upon successful completion of the qualification, students will be issued with the certificate, BCom in Business Management, in addition to the transcripts.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY

This qualification has been compared regionally with Bachelor of Commerce in Business Studies Management from Zimbabwe and Bachelor of Business Administration in Management from the United States of America.

Title: The title of the reviewed qualification is Bachelor of Commerce in Business Management, whereas the international qualification offered by Atlantic International University, USA, is Bachelor of Business Administration in Management. The title of the regional qualification offered by Mutare Campus, Harare, Zimbabwe is Bachelor of Business Studies-Management. Though the qualifications are titled differently in three different countries, the intended purpose is similar in the way that all the qualifications aimed at providing advanced knowledge, skills and competencies in the field of business management. That is, managing various spheres of business operations such as, marketing and sales, finance, production, and Human resource nationally and internationally.

NQF levels: This qualification is at NCQF level 7. The Qualification offered by Mutare Campus Harare is also pitched at ZNQF level 7. Though, the qualification offered by Atlantic International University does not have a national framework, as the qualification opens the progressive pathway for masters and NCQF level 8 qualifications in the similar field, the qualification must be at level 7 equivalent to NQF 7. Though each country has its own specific terminology for the Level Descriptors, they are all equivalent to the NCQF level displayed by this qualification.

BQA NCQF QUALIFICATION TEMPLATE

Credits and Duration: This qualification is having 495 credits and 4 years duration. The qualifications offered by Atlantic International University, USA, and the Mutare Campus, Harare, Zimbabwe, are having 120 and 360 credits each, and 3 years duration respectively. This is because they enrol students from A-Levels, whereas institutions in Botswana enrol students from BGCSE/IGCSE hence there is a difference of a full academic year which is equivalent to 120 extra credits.

Main Exit level outcomes: They are similar for all qualifications since all the qualifications pitched at level 7 and aimed to prepare the learners to apply advanced knowledge and skills to operate business, finance and marketing activities of a company by incorporating advanced information technology.

Main modules: The core modules of the different qualifications are distributed in the following. That is, this qualification has 25 core modules, the Atlantic International University qualification has 17, and the Mutare Campus qualification has 25. Therefore, this qualification is well balanced amongst the benchmarks.

Assessments: All the qualifications have both Formative and Summative assessment practices.

Pathways: The pathways for all the qualifications are similar for the qualifications compared.

Conclusion: This qualification is similar to the benchmarked qualifications with respect to the purpose, critical exit learning outcomes, level descriptors, assessment practices, and learning and employment pathways. The differences are the duration of the regional and international qualifications because of the A-level entry points, and the difference in titles.

REVIEW PERIOD

The qualification will be subjected to a review after every 5 Years.

(Note: Please use Arial 11 font for completing the template)

BQA NCQF QUALIFICATION TEMPLATE

For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	

BOTSWANA
Qualifications Authority