

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION						
SECTION A						
QUALIFICATION DEVELOPER		Gaborone Institute of Professional Studies				
TITLE	Bachelor of Business Administration in Business Management				NCQF LEVEL	7
FIELD	Business, Commerce and Management Studies			SUB-FIELD	Business Management	
New qualification	X	Review of existing qualification				
SUB-FRAMEWORK	General Education			TVET		Higher Education X
QUALIFICATION TYPE	Certificate			Diploma		Bachelor X
	Bachelor Honours			Master		Doctor
CREDIT VALUE					490	
RATIONALE AND PURPOSE OF THE QUALIFICATION						
<p>Purpose:</p> <p>The intention of the Bachelor of Business Administration in Business Management (BBA Business Management) is to promote the development of knowledge and skills that are required in all sub-sectors of management; to release the potential of people; and to provide opportunities for people to move up the value chain and between the different sectors of the economy.</p> <p>The Bachelor of Business Administration in Business Management should produce knowledgeable, intellectually skilled individuals who are able to contribute to improved productivity and efficiency within the organisation. It should provide the means for current individuals in the general management field to receive recognition of prior learning and to upgrade their skills and knowledge base.</p> <p>The qualification is structured in such a way that it exposes individuals to a set of core competences to give a broad understanding of general and public management and the electives, which will allow for a specific competence in management. It will also promote the notion of life-long learning.</p> <p>Rationale:</p> <p>The Bachelor of Business Administration in Business Management is designed to provide learners with integrated knowledge and equip them with business management skills. Business management is widely viewed as a key role player in economic development and well-being of society (NDP11). It introduces innovation, speed up changes in the economy, introduce new competition and contribute to productivity,</p>						

job creation and national competitiveness (Global Entrepreneurship Monitor Report, 2013). This qualification also aims at enabling the establishment for a learning pathway for learners who want to advance their careers at higher levels. This qualification is also designed to provide an overview of Business management practice in a national and international context and develop conceptual understanding, synthesis and application of management techniques, theories and practices.

Business management is crucial to local economic growth, employment creation and innovation (NDP 11). Botswana has a high unemployment rate at just fewer than 40% of the active population (HRDC: 2013). Furthermore, Botswana has one of the lowest business ownership levels in the world at just over 2% of the population. Only 7 out of 10 000 Botswana are categorised as business owners (STAT: 2016) compared to 50/10 000 in many economies (New Zealand boasts 76 high growth businesses per 10 000 citizens). If the Botswana society is to truly transform in a sustainable fashion, the vast majority would require decent employment. Business management creates new jobs and generates wealth, thus is one of the central solutions to this challenge. Research has shown that people with higher education have a higher probability of success as business people.

Investing in education is critical to economic and social development in Africa, especially in providing individuals with greater opportunities for personal and collective advancement. The Education White Paper as published in the Government Gazette (15 August 1997) is very clear with regard to the importance of training effective managers, especially with the view of addressing the imbalances of the past, the following is one of a number of similar quotes from the document: " Holders of this qualification may be responsible for managing people, resources, and/or projects, including the management of human resources, public relations, advertising, promotions, portfolios, projects (Top Universities, 2018). The flexible structure of the qualification enables individuals and organisations to select outcomes that meet the diverse roles and contexts required by a wide range of industries and the public sector.

ENTRY REQUIREMENTS (including access and inclusion)

- NCQF Level IV, Certificate IV, such as BGCSE or Equivalent with grade C or better in English; or
- Maturity Entry with BGCSE pass in English and must have at least 2 years' experience in Business Studies and/or Business Management, a letter from employer confirming experience and training on the job.
- Diploma in Business Management or an equivalent from any recognized institution.

QUALIFICATION SPECIFICATION	
SECTION B	
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA
3.1 Demonstrate knowledge of modern leadership theories and practice that are applicable in the business environment.	3.1.1 Apply the appropriate leadership style 3.1.2 Show strong leadership qualities in business administration 3.1.3 Should be able to formulate and collaborate business teams.
3.2 Formulate management decisions in line with achieving organizational goals.	3.2.1 Analyze business situations, 3.2.2 Synthesize information 3.2.3 develop potential solutions
3.3 Apply effective Communication strategies in an organization setting.	3.3.1 Prepare business reports 3.3.2 Plan and coordinate business meetings 3.3.3 Utilize modern business communication tools and techniques. 3.3.4 Proficient in the use of business information technology
3.4 Apply Research Skills	3.4.1 Should be able to Collect data 3.4.2 Should be able to analyze and interpret data 3.4.3 Compile information 3.4.4 Produce a research report
3.5 Demonstrate entrepreneurial skills	3.5.1 Analyse real life situations to identify entrepreneurial possibilities. 3.5.2 Follow appropriate processes to evaluate opportunities (compile a business plan). 3.5.3 Apply appropriate processes to obtain funding for opportunities. 3.5.4 Manage the small to medium sized business. 3.5.5 comply with the legal requirements for establishing a small business. 3.5.6 Decide on the appropriate form of business. 3.5.7 Analyse a real-life situation to identify the correct location

	of a business.
3.6. Interpret the socio-economic needs of society	<p>3.6.1 Address the key stakeholders within the social situation (buyers & sellers etc.)</p> <p>3.6.2 Analyse potential context (market analysis, consumption studies, etc.)</p> <p>3.6.3 Assess the economic needs of society.</p> <p>3.6.4. Identify key stakeholders in the business context (buyers & sellers).</p> <p>3.6.5 Assess and qualify the potential socio-economic needs.</p>
3.7. Analyse financial information critically.	<p>3.7.1 Demonstrate knowledge of accounting procedures and principles.</p> <p>3.7.2 Interpret financial statements critically, showing evidence of sound principles and critical judgement.</p> <p>3.7.3 Analyse real life situations to determine the correct financing structure of a business.</p> <p>3.7.4 Demonstrate knowledge of investment procedure and principles.</p> <p>3.7.5 Analyse real life situations to demonstrate knowledge of the principles of financial decision making.</p> <p>3.7.6 Demonstrate knowledge of the operations of financial markets and institutions.</p>
3.8. Apply general business principles to real life situations	<p>3.8.1 Identify needs by means of exploring and critically evaluating abstract and personal situations.</p> <p>3.8.2 Solve problems by generating alternative strategies for dealing with those problems.</p> <p>3.8.3. Solve communication problems creatively.</p> <p>3.8.4. Critically evaluate various viewpoints and compare them to own views.</p> <p>3.8.5 Provide evidence in a variety of ways (from theoretical knowledge base, from experiential base, etc) to support their stated views.</p> <p>3.8.6 Identify needs and opportunities in their own lives.</p>

	<p>3.8.7 Identify needs and opportunities in business by use of case studies, primary research projects, etc.</p> <p>3.8.8 Identify and solve concrete and abstract problems by drawing upon the theoretical knowledge and experiential base of individual disciplines in the fields of business, commerce and management.</p> <p>3.8.9 Identify and solve concrete and abstract problems by drawing upon their own experience base.</p> <p>3.8.10 Identify and propose ways to serve business and societal needs in a variety of routine and non-routine contexts within broad parameters of the business, commerce and management fields.</p> <p>3.8.11 Use their knowledge and experience to offer suggestions for solving problems at a community, national, international and global level.</p> <p>3.8.12 Analyse the global, national and local community in terms of problems, needs, opportunities</p>
<p>3.9 Interpret economic realities of local and global communities.</p>	<p>3.9.1 Show evidence of `people skills` (tolerance, empathy, listening skills, etc) in group situations.</p> <p>3.9.2 Demonstrate respect for the opinion of others through reporting without bias.</p> <p>3.9.3 Demonstrate tolerance of diversity through reporting without bias.</p> <p>3.9.4 Undertake projects and provide evidence of successful interaction with others.</p> <p>3.9.5 Use effective communication skills within the group.</p> <p>3.9.6 Lead people effectively.</p> <p>3.9.7 Actively participate in group activities</p> <p>3.9.8 Organize themselves and others into effective working groups.</p> <p>3.9.9 Communicate the evidence of these group interactions through reporting.</p>

<p>3.10 Evaluation key concepts of international business and the role of international business in multinational organisations.</p>	<p>3.10.1 Identify international business issues in advanced markets and emerging markets by using both classic and emerging international business theories and concepts</p> <p>3.10.2 Explain how organizations make market entry and market location decisions;</p> <p>3.10.3 Evaluate the international operations of large and smaller firms;</p> <p>3.10.4. Assess international market environment from multiple perspectives;</p> <p>3.10.5 Interpret international strategies chosen by multi-domestic, international, global, and transnational firms.</p>
<p>3.11 Manage information appropriately.</p>	<p>3.11.1 Demonstrate basic research skills.</p> <p>3.11.2 Use library and other resources effectively to suit their individual needs.</p> <p>3.11.3 Use library and other resources effectively to suit the needs of the particular areas of research.</p> <p>3.11.4 Integrate information from a variety of sources.</p> <p>3.11.5 Demonstrate the ability to acknowledge other authors and apply the appropriate referencing styles.</p> <p>3.11.6 Identify the conventions of scholarship in the various disciplines under study.</p> <p>3.11.7 Demonstrate awareness of relevant conventions and guidelines to their academic and personal purposes.</p> <p>3.11.8 Critically analyse theories, examples, experiences, etc.</p> <p>3.11.9 Argue appropriately within the relevant discourse community.</p>
<p>3.12 Demonstrate marketing skills</p>	<p>3.12.1 Demonstrate knowledge of the fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.</p> <p>3.12.2 Explain the role of marketing as a fundamental organizational policy process.</p>

	<p>3.12.3 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces</p> <p>3.12.4 Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.</p> <p>3.12.5 Appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance</p>
3.13. Evaluate the issues related to income taxation (personal and corporate), in accordance with the legislative provisions. .	<p>3.13.1 Distinguish between the different sources of income</p> <p>3.13.2 Contrast between deductible and nondeductible expenses</p> <p>3.13.3 Apply the tax code provisions</p> <p>3.13.4 Calculate tax for natural and legal persons</p> <p>3.13.5 Complete and justify tax declarations</p>
3.14 Analyse financial information critically.	<p>3.14.1 Explain the goals and functions of financial management.</p> <p>3.14.2 Prepare and present Cash Flow statements.</p> <p>3.14.3 Analyze financial statements and describe the economic health of a company.</p> <p>3.14.4 Explain the benefits of financial forecasting and prepare proforma financial statements.</p> <p>3.14.5 Calculate and explain operating and financial leverage.</p> <p>3.14.6 Decide the form and amount of short term financing that best suits a given corporate need, based on historical and projected analysis.</p> <p>3.14.7 Recommend techniques for managing working capital effectively..</p>
3.15 Demonstrate an understanding of the Legal Environment, legal knowledge and terminology of Business.	<p>3.15.1 Define relevant legal terms in business</p> <p>3.15.2 Explain basic principles of law that apply to business and business transactions.</p>

	<p>3.15.3. Describe business law in the global context</p> <p>3.15.4 Examine the relationship of ethics and law in business.</p> <p>3.15.5 Evaluate the current law, rules, and regulations related to settling business disputes.</p>
3.16 Analyse Human Resource (Human Capital)	<p>3.16.1 Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.</p> <p>3.16.2 Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees.</p> <p>3.16.3 Identify the human resources needs of an organization or department.</p> <p>3.16.4 Conduct a job analysis and produce a job description from the job analysis.</p> <p>3.16.5 Evaluate the procedures and practices used for recruiting and selecting suitable employees.</p> <p>3.16.5 Assess training requirements and design a successful orientation and training program.</p> <p>3.16.6 Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.</p>
3.17 Demonstrate an understanding of E- business and E-commerce models and infrastructure	<p>3.17.1 Describe the e-business concepts</p> <p>3.17.2 Illustrate critical and analytical thinking on business ideas.</p> <p>3.17.3 Devise ways to think “virtually”.</p> <p>3.17.4 Propose designs for online businesses.</p> <p>3.17.5 Discuss and work in a group in order to design a new online business idea.</p> <p>3.17.6 Analyze and present and case study of successful e-Business stories.</p>
3.18 Formulate an effective supply chain design for an organization	<p>3.18.1 Explain supply chain management, contrast it from operations management and propose the main</p>

	<p>performance drivers of supply chain performance.</p> <p>3.18.2 Assess the strategic role and impact of IT technologies on supply chain integration.</p> <p>3.18.3 Express the major slacks in supply chains and formulate the approaches to manage them.</p> <p>3.18.4 Construct a model to generate forecasts for a company's products.</p> <p>3.18.5 Conceptualize the phenomenon of bull-whip effect in supply chains and propose the methods to mitigate its effect in supply chains.</p> <p>3.18.6 Analyze the inventory management methodologies and apply the existing models to propose the optimal order sizes.</p> <p>3.18.7 Develop an aggregate production plan for a company.</p>
3.19 Discuss, appraise and design a company's corporate strategy.	<p>3.19.1 Critically analyze a firm's corporate strategy</p> <p>3.19.2 Assess the problems in managing a firm's diverse businesses</p> <p>3.19.3 Analyze business ethics and corporate governance as they apply to corporate strategy</p> <p>3.19.4 Design a firm's corporate strategy</p> <p>3.19.5 Propose appropriate strategic responses to dynamic changes</p>
3.20 Analyse the principles, methodologies and management of risks	<p>3.20.1 Explain the assumptions of standard models of risk and insurance.</p> <p>3.20.2 Interpret the statistical skills used to present data relevant to problems in risk and insurance.</p> <p>3.20.3 Demonstrate critical thinking and problem solving</p> <p>3.20.4 Evaluate the standard models of risk and insurance to interpret and analyse real problems in risk and insurance</p> <p>3.20.5 Identify and assess environmental and sustainability considerations in problems in risk and insurance.</p>

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT	Title	Level	Credits
Subjects / Units / Modules /Courses	Business Communication	5	10
	Principles of Business management	5	10
	Statistics for Business	5	10
	Introduction to Computing and information processing	5	10
	Principles of Marketing	5	10
	Principles of Human Resources Management	5	10
	Principles of Accounting	5	10
	Business Organisation	5	10
	Entrepreneurship	6	10
	Research Methodology	6	20
	Management Accounting	6	10
	Principles of Economics	6	10
CORE COMPONENT			
Subjects / Units / Modules /Courses	Business Environment	6	10
	Business Law	6	10
	Consumer Behaviour	6	10
	Supply Chain Management	6	10
	Botswana Corporate Taxation	6	10
	International Business	7	10
	Management Information Systems	7	10
	Project Management	7	20
	Sales Force Management	7	10
	Business leadership	7	10
	Corporate Governance	7	20
	E-Business and E- Commerce	7	10

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	Risk and Insurance	7	10
	Operations Management	7	10
	Strategic Information Systems Management	7	10
	Strategic Marketing Management	7	10
	Strategic Human Resource Management	7	10
	Corporate Strategy	7	10
	Dissertation	7	80
	Industrial Attachment	7	80
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	There are no elective components		
Total Credits			490

ASSESSMENT AND MODERATION ARRANGEMENTS

Integrated Assessment:

Assessment is conducted in accordance an Awarding Body/ETP's Assessment Policy. In most cases the assessment will consist of at least a compulsory assignment, a test and an examination per module.

Formative assessment will take place by means of the assignments that will include evidence of job-related understanding, application and evaluation of knowledge, theory and methodologies. Summative assessment will happen by means of a formal examination process.

- It is expected that learners will produce a limited research project.
- Learners receive feedback on all assessments from the assessor within three weeks of assessment.
- Feedback on assignments is communicated and discussed during contact sessions.
- In line with the institutional assessment policy, results are confidential.
- Additional self and peer assessment exercises are available per module (and units) as formative assessments and are utilised during chats, forums and contact classes.

Moderation

Moderation takes place in accordance with relevant provider Moderation Policy. This Policy provides for a moderation process that verifies that assessments are fair, reliable, valid, practicable and transparent and evaluates assessor performance.

Moderation must include both internal and external moderation of assessments. Moderation should also encompass achievement of the competence described both in individual unit standards, exit level outcomes as well as the integrated competence described in this qualification.

Internal moderation requirements

Anyone assessing a learner or moderating the assessment of a learner against this Qualification must be registered as an assessor with the BQA as an assessor/moderator in the field of Business Management

The Examination will be set by a team of Examiners. Together with the module leaders, they will select

the questions which are suitable for that semester's examination according to blooms taxonomy. They would check for the quality of the questions and the pitching of the question, whether they were set using the learning outcomes to ensure all elements regarding the knowledge, skills and competencies are examined.

After, the internal verification process, set questions will be shared with an External moderator for further quality check.

External moderation requirements

External moderators will be engaged by the provider as consultants for two purposes, that is pre-moderation and post –moderation of papers.

External Moderators may accept or reject the paper if not set appropriately. External moderators check the pitching of the assessment items. After the external moderation exercise has taken place the papers are taken to the provider for corrections and printing for safe storage before the final date of examination.

Moderation of answer scripts

External moderators must ensure that the answer-scripts are moderated as they constitute or determine the fate of the student. Moderators check and verify whether the examiner was not too lenient, generous on marks or harsh and mean on marks. They ensure that there is:

- Consistency: The Script versus the marking key.
- Consistency across all scripts.
- Correct mark Count per question.
- Correct Mark Total Count per Script.
- Correct mark Computation (formulae on mark sheets).
- Correct transfer of marks to Mark Sheet.
- Percentage pass rate calculated.

Corrective action will be taken on the scripts as per the observations and recommendations of the moderators.

RECOGNITION OF PRIOR LEARNING (if applicable)

RPL will be applicable for this qualification and will be conducted in accordance with the relevant

National and Provider/Awarding Body Recognition of Prior Learning Policy. This Policy provides processes and procedures by which RPL is conducted.

The assessment processes involved with RPL are the same as those followed for awarding credits in an academic setting. An RPL candidate seeking credits for previously acquired skills and knowledge must still comply with all the requirements as stated in learning modules and learning programmes and qualifications. The difference is the route to the assessment. RPL assessment takes a holistic view of the process of assessment where the context of the learning as well as the context of the person who is being assessed is considered.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Employment Pathways: Common employment destinations include:

Business Analyst
Research Investigator
Business Management Analyst
Product Strategist
Process Coordinator
Marketing Consultant
Business Development Coordinator
Compliance Officer
Strategic Initiatives Associate
Consumer Insight Analyst

Academic Pathways

Learners who have graduated with a BBA in Business Management can proceed to do an Honours Degree in Business Management, Master's in Business Management, Master's in Strategic Management or in any other qualification in a related field.

QUALIFICATION AWARD AND CERTIFICATION

Minimum standards of achievement for the award of the qualification

Candidates will have to attain at least 490 credits to graduate. Those who may get exemptions will have to attain lesser credits from this qualification depending on the level of entry point. For candidates to graduate, they must pass all the 34 modules of the Degree Programme. That means students cannot pass the subject if they do not pass the Course Work and the Examination. Students should ensure that

they fulfil all the requirements for the Course work, and if they do not, they will not be eligible to sit for the final examination. Students must fulfil the assessments requirements for each subject in the BBA in Business Management degree Programme:

- Examination (worth 70%).
- Course Work (worth 30%).

Certification

Candidates meeting prescribed requirements will be awarded the qualification in accordance with standards prescribed for the award of the qualification and applicable policies.

REGIONAL AND INTERNATIONAL COMPARABILITY

The Bachelor of Business Administration in Business Management is a well-known and widely available international qualification. It generally ranges from a three-year to a four-year qualification. Most of these qualifications are very flexible in their choice of modules or subjects, presumably as a result of the broad field of management that needs to be addressed to develop general business administration skills. Almost all the BBA Business Management qualifications that were researched cover most of the important functions of management.

Regionally, the Bachelor of Business Administration in Business Management is comparable with the following:

Fort Hare University's Bachelor of Commerce in Business management worth 384 Credits. The Bachelor of Commerce in Business Management provides students with knowledge and skills in a variety of business areas. The programme prepares students for current and future leadership roles particularly helping them develop analytical, decision making, interpersonal, verbal and communication skills. The programme is four years and, like the BBA in Business Management, the major modes of delivery are lectures, assignments, presentations and case studies.

The Bachelor of Business Administration in Business Management compares well with our qualification as it is done over 3 years and has 360 credits. The main delivery modes which are case studies, lectures and assignments are very similar to our modes.

The University of Queensland's (Australia) Bachelor of Business Management (Honors) done over 4 years with 380 credits is very compatible with this BBA in Business Management. The modes of delivery

are also very similar, and assessment include assignments, group discussions, and class presentations.

REVIEW PERIOD

This Qualification will be reviewed every (5) years.

Other information – please add any supplementary information to help the application for this qualification for NCQF Registration.

N/A