

QUALIFICATION SPECIFICATION						
SECTION A						
QUALIFICATION DEVELOPER		Botho University				
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 Honours			Master	
					Bachelor	X
					Doctor	
CREDIT VALUE					480	
RATIONALE AND PURPOSE OF THE QUALIFICATION						
RATIONALE According to the latest World Bank business annual ratings, the rank of Botswana deteriorated to 71 in 2016 from 70 in 2015. Ease of Doing Business in Botswana averaged 58.22 from 2008 until 2016, reaching an all-time high of 72.00 in 2014. This creates tremendous opportunities for human capital development for business. One of Botswana's Vision 2016 pillars was to have an educated and informed nation by 2016 (Vision 2016). This vision including this pillar has been reiterated by vision 2036. Vision 2036 aligns Botswana's business strategic goals with the global agenda for sustainable development. Vision 2036 advocates that human capital plays a critical role in the development of Botswana's economy. Investment in human capital can be used to produce human resources that drive growth across the economic sectors. Productive and competitive business human capital is an enabler for the development of emerging industries and new sources of economic growth. Domestic human capital that is integrated into the global labour market promotes higher productivity, competitiveness and skill transfer. The Bachelor of Business Administration in Business Management was developed in order to contribute towards Vision 2036 realization by equipping prospective graduates with the necessary business skills and competencies for sustainable economic growth. It is also designed to contribute towards the Botswana National Development Plan theme "Inclusive Growth for the Realization of Sustainable Employment						

Creation and Poverty Eradication". This theme will be realized through the implementation of six national priorities, namely:

- developing diversified sources of economic growth;
- human capital development; social development;
- sustainable use of national resources;
- consolidation of good governance and strengthening of national security; and
- implementation of an effective monitoring and evaluation system which will also be addressed by Bachelor of Business Administration in Business Management Qualification.

In addition, this qualification was developed in response to the local (HRDC), regional and global needs of creating a human resource base of competent people. The qualification provides globally minded human resources who have relevant key management skills in the Botswana industry and commerce. In summary, the Bachelor of Business Administration in Business Management is intended to create a supply of well-trained business management human capital necessary to drive the economy towards vision 2036.

The key objective of the Bachelor of Business Administration in Business Management is the development of managers who will understand the importance of national, technological and socio-economic transformation for Botswana.

A Market Survey for this qualification was conducted with a view to sample stakeholders' perceptions and opinions regarding the market demand for BBA in Business Management, skills requirement for the qualification, market demand for graduates and sufficiency of the qualification. The study was undertaken in three sample locations in Botswana namely Gaborone, Francistown and Maun. This study adapted both phenomenological (qualitative) and positivistic (quantitative) data collection approaches - namely desk research, telephonic interviews, face-to-face interviews and In-depth Interviews (IDIs) among key stakeholders. The findings indicate that the BBA in Business Management qualification is relevant and important to the industry, well packaged, meets the skills requirements demanded from the qualification and is abreast with the industry trends.

Of prospective students sampled, the demand for the programme was rated at 69%, while current students rated the demand at 54.5%, employers rated the demand at 54.5% while parents rated the demand at 31.9%. Overall, majority of those interviewed rated the demand above 50%.

Academic and Industry reviewers also reviewed the qualification and they buttressed that it is contemporary and has the ability to address market needs.

PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to equip candidates with graduate-level business management knowledge, specific skills and applied competence in the business sector. It also provides opportunities for continued personal, intellectual growth, economic activity and rewarding contributions to society.

The qualification will produce graduates who understand the concepts and principles underlying how to develop and manage businesses. It will provide the skills and expertise highly needed in the economy for business development and growth of business enterprises.

The qualifying learner will be able to identify opportunities and threats in the business environment in order to create a competitive advantage for the business entity and make decisions regarding the optimization of scarce resources.

It will develop learner competencies that will serve them well for the rest of their lives, as manager of their own or someone else's business. A competent manager can easily transfer management skills to other management environments, as the basic principles of business management remain the same, whether for profit-seeking, not-for-profit, sports, government or any other type of organization.

The other purpose of the qualification is to provide Botswana with a cadre of management scientists who can contribute to enquiry and establishment of effective management practices in our diverse business environment.

ENTRY REQUIREMENTS (including access and inclusion)

Entry into this qualification is through any one of the following requirements:

- 1) The typical entry requirement is BGCSE or other equivalent secondary school qualification with a minimum grade of 'D' in five subjects. In addition, applicants must have a pass in English and Mathematics.
- 2) An appropriate further education and training certificate in business management, business administration or commerce at NCQF levels 5 and 6 or its equivalence.
- 3) Applicants that do not meet the above criteria but possess relevant industry experience will be considered through recognition of prior learning (RPL).

QUALIFICATION SPECIFICATION

SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

Upon completion of this qualification, the learner will be able to:

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| <ol style="list-style-type: none"> 1. Evaluate business management principles, concepts, theories and practices that can form the foundation for professional judgement and or research in a way that become a habit of mind and relevant to the business environment | <ul style="list-style-type: none"> • Explain the processes, principles, theories and concepts of management from a business environment perspective use appropriate techniques and relevant processes. • Use essential management competencies as it applies to planning, organizing, decision-making, teamwork and communication. • Apply business management concepts and theories in solving commercial problems. |
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	• Relate management and business operations, processes and systems in terms of its impact on operational efficiency. • Investigate the role of information and administration in support of management function.
2. Apply the appropriate techniques to solve complex and unpredictable problems, creatively and responsibly in fields related to business and management.	• Explain complex problems that affect businesses • Solve business problems analytically using thinking and case histories • Integrate knowledge from various disciplines or modes of enquire in solving business management problems
3. Analyse challenges experienced by most emerging economies and make professional business decisions to address them	• Explain the challenges experienced by the businesses and the society • Critically solve business challenges
4. Show competency in solving advanced problems and executions of planning, organizing, leading and controlling in different fields of marketing, transport and logistics, finance, human resources, operations and information technology by successfully solving given advanced problems from the listed areas of business	• Demonstrate by successfully solving problems in different fields of marketing, finance, human resources, operations etc., while showing a sensitivity to ethical issues.
5. Demonstrate individual output in identifying a problem, exposing the learner's research findings through analysis and data presentation and be able to draw a list of conclusions and recommendations based upon the findings.	• Undertake an independent survey, researching a topical problem or business aspect • Solve business problems through research. • Compile and present academic and professional business conventions and formats to compile and present a work-integrated research are used. • Utilize research principles and methods in order to investigate and report on business needs and

	requirements in relation to a specific management specialization area. • Present research findings/results and recommendations in a technical report
6. Exhibit mastery of legislative requirements in the business environment	• Comply and implement requirements that are applicable to relevant business legislation in line with business and specialization requirements. • Apply the concepts, principles and practices of legal aspects of business to the business and operational environments • Investigate ethical business conduct and governance issues in order to support informed ethical business decisions based on appropriate ethical values and approaches
7. Explain economic concepts, principles and theories from a business perspective.	• Explain the concepts, principles theories of micro environment in terms of market structure and economic determinants. • Elucidate the concepts, principles theories of the microeconomic environment in terms of business and management implications • Assess essential economic theory in relation to its business and management implications from a business perspective.
8. Apply quantitative and qualitative methods in virtually every branch of business and public enterprise. Students will gain an insight into unknown business phenomenon through descriptive and inferential statistics and make business decisions under uncertainty.	• Demonstrate the ability to analyze data statistically and make sound recommendations • Apply quantitative and qualitative skills when solving problems in business • Utilize descriptive and inferential statistics to gain insight into the unknown business phenomenon and make business decisions under uncertainty

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

9. Exercise professional conduct, autonomy, initiatives and authority that reflects values and beliefs of professional business management, respect of others in all academic and professional interactions and takes responsibility and accountability for own results and of others.	• Demonstrate business professional conduct, responsibly and accept accountability for own results and those of others • Apply values and beliefs of professional management in all business interactions • Demonstrate respect of other stakeholders while doing business
10. Manage business functions and processes such as planning, organizing, leading and controlling efficiently and effectively in the relevant business environment	• Explain the processes, principles, theories and concepts of management from a business environment perspective use appropriate techniques and relevant processes. • Apply essential management competencies as it relates to planning, organizing, decision-making, teamwork and communication. • Apply business management concepts and theories relevant to the business landscape. • Compare and contrast the knowledge of the relationship between management and business operations, processes and systems in terms of its impact on operational efficiency. • Analyze the role of information and administration in support of management functions.
11. Show understanding of the accounting principle, concepts and practices in the business environment	• Prepare and record business transactions and financial statement accurately in order to complete financial statement while meeting accounting principles and standards • Solve financial problems applicable to relevant business environment by means of the use of financial techniques and the interpretation and evaluation for financial statements

	• Prepare and record financial records using acceptable standards and good corporate governance in support of decision making
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Mapping of Exit learning outcomes of the qualification to NCQF's knowledge, skills and competency

Exit level outcome	Knowledge	Skill	Competency
ELO1	x		
ELO2		x	
ELO3			x
ELO4			x
ELO5		x	
ELO6	x		x
ELO7	x		
ELO8			x
ELO9		x	
ELO10			x
ELO11	x		

BQA NCQF Qualification Template

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Issue No.: 01

QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules / Courses	Title	Level	Credits
	Introduction to MS Office	5	10
	Academic Writing for Business	5	10
	Business Mathematics and Statistics 1	5	10
	Legal Aspects of Business	5	10
	Introduction to Financial Accounting	5	10
	Business Management 1	5	10
	Principles of Marketing	5	10
	Business Mathematics and Statistics 2	5	10
CORE COMPONENT Subjects / Units / Modules / Courses	Microeconomics	6	10
	Financial Accounting 1	6	10
	Business Management 2	6	10
	Small Business Management	6	10
	Macroeconomics	6	10
	Fundamentals of Financial Management	6	10
	Financial Accounting 2	6	10
	Organizational Behaviour	6	10
	Business Information Systems	6	10
	Operations Management	6	10
	Computerized Accounting	6	10
	Consumer Behaviour	6	10
	Marketing Management	6	10
	Cost Accounting	6	10
	Purchasing Management	6	10
	Customer Relationship Management	7	10
	Quality Management	7	10
	Corporate Finance	7	10
	Project Management	7	10
	Import and Export Management	7	10
	E-Business	7	10
	Human Resources Management	7	10
	Research Methods in Business	7	10
	Transport and Logistics Management	7	10
	Knowledge Management	7	10
	Strategic Management	7	20
	Research Project 1: Proposal Writing	7	10
	Professional Practice in Business	7	40
	Research Project 2 (Dissertation)	7	20
	Entrepreneurship and Innovation	8	20
ELECTIVE COMPONENT	Managing Consulting	7	10
	International Business Management	7	10
	Family Business Management	7	10

BQA NCQF Qualification Template

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Issue No.: 01

Subjects / Units / Modules / Courses	Business Ethics and Corporate Social Responsibility	7	10
	Change Management	7	10
	Corporate Governance	7	10
	Brand Management	7	10

Rules of combinations, Credit distribution (where applicable):

- This qualification will have at least 480 credits and take at least four years to complete including a full semester internship under the normal fulltime mode of study.
- The 40 credits internship module, called the Professional Practice in Business module, may typically be done after the student has passed at least 240 credits worth of modules.
- The credit combination for this qualification is from 80 fundamental components, 260 core components and the remaining 40 is from elective components.
 - Business Management 1 is a prerequisite for Business Management 2
 - Introduction to Financial Accounting is pre-requisite of Financial Accounting 1
 - Microeconomics is prerequisites of Macroeconomics
 - Principles of Marketing is a prerequisite of Marketing Management
 - Research Methods in Business is a prerequisite of Research Project 1-Proposal Writing
 - Research Project 1-Proposal Writing is a prerequisite of Research Project 2 (Dissertation)

All the prerequisites must be achieved before the next level. All the Unit Standards should be achieved to be awarded a Full Qualification.

Credit Distribution:

Level and Credits	Compulsory	Elective
Level...5 – 80 Credits	80	----
Level...6 – 150 Credits	150	---
Level...7 – 230 Credits	190	40
Level...8 -- 20 Credits	20	--
Total: 480 credits	440	40

ASSESSMENT & MODERATION ARRANGEMENTS

This qualification is assessed and moderated as follows:

Integrated Assessment:

Because assessment practices must be open, transparent, fair, valid, reliable and ensure that no learner is disadvantaged in any way whatsoever, an integrated assessment approach is incorporated into the qualification. Both formative and summative assessment processes are monitored during the qualification and to determine competence at the end of the qualification.

Summative assessment:

Integrated assessment, focusing on the achievement of the exit-level outcomes, will be done by means of a written examination (of at least 3 hours) at the end of every module (per module).

Project: Students need to do a project and submit their project work at the end of the qualification.

Professional Practice: All students will go through the work placement. Tutor assigned to student will visit the intern at workplace and do the evaluation. (15%). A second visit at the intern place is conducted and evaluation is completed (15%). Supervisor evaluates the intern and submits a report to the tutor (20%). At the end of professional practice, student will submit a project report (50%). All the marks from the internship, tutor visits, supervisor evaluation of intern and report will be captured in the form called 'internship report feedback form'. Monitoring of students' during internship is done using weekly logbook.

Formative assessment:

Learners are continuously assessed through:

- Practical test
- Class assignments
- Presentations
- Informal class tests
- Formal modular tests

Pass requirements:

A learner passes a module if he/she obtains a final mark of 50% or more in the module. The final mark is constituted of class participation (5%) the formative assessments (35%) and the summative assessment (60%). A learner qualifies for the 'BBA in Business Management' degree on NCQF level 7 when he/she passed all required modules individually. The final mark for the qualification is calculated by averaging the marks obtained in the various modules. The student should complete 480 credits to complete the qualification.

Moderation:

Moderation of assessments focuses on:

- a) Ensuring the assessment is aligned to the module objectives and the learning outcomes.
- b) Ensuring assessment is consistent on all levels within the institution and does not show any bias or academic disregard and that it is immune to all forms of prejudice.
- c) Ensuring the level of assessment appropriately matches to students' level of study. This ensures that the assessments remain viable, relevant and provide an accurate judgement of a student's achievements and level of knowledge.
- d) Maintaining consistency in the marking process

Pre-assessment Moderation:

Moderation is done internally as well as externally. Internal Moderators are business specialists accredited as moderators through BQA. External moderators are from both the industry and other accredited Education and Training Providers (Local and international experts)

This moderation is carried before assessment tasks are given to students. All submitted sets of question papers and marking keys are shared with the moderators. Each assessment pack should be moderated by two Moderators where possible. The question paper moderation report should be filled in for each question paper. Moderator report will be shared with question paper setter so that moderator feedback will be taken into account when finalizing the question paper.

Post-assessment moderation or moderation of marking:

Moderation of completed assessment tasks is categorized as post-assessment moderation. It is carried out after assessment tasks have been marked. The set of answer scripts and marking keys are shared with the moderators. At least 10% of the answer scripts in a module should be moderated during post assessment moderation.

Both internal and external moderation will be done in-line with the Moderation policy of the Institution.

Internal Moderators who are within the ETP are BQA accredited moderators.

External moderators are from both the industry and other accredited Education and Training Providers (Local and international experts)

RECOGNITION OF PRIOR LEARNING (if applicable)

A clear framework through which students can accumulate learning credits and transfer such credits toward appropriate qualification helps to validate and recognize learning gained through formal and informal means, provides flexibility to students, and allows students to progress relatively seamlessly through their lifelong learning journey.

Candidates may apply for recognition of prior learning whether such learning has been gained through formal study, through workplace learning, or through any other formal or informal means. Any candidate applying for recognition of prior learning (RPL) or Credit Accumulation and Transfer (CAT) will be expected to provide evidence of such learning that must be relevant, sufficient, valid, verifiable, and authentic. In addition, the candidate may be interviewed by a member of staff, or take a formal test, which may include a live demonstration of skills and competencies, to assess competence.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning pathway:

Vertical Articulation

Completion of the B.B.A. in Business Management meets the requirement for admission to Bachelor's Degree Honours or Post-Graduate Diploma or Post-Graduate Certificate (NCQF level 8) in the same or a related field. Students can choose institutions like Management College of Southern Africa, University of KwaZulu Natal (South Africa) and Wittenborg University of Applied Sciences (Netherlands).

Horizontal Pathways

Students can pursue other qualifications such as Bachelor of Commerce, Bachelor of Business Administration and other professional qualifications at NCQF level 7.

Employment Pathway:

The graduates can work in a variety of sectors in both the public and private including:

- Entrepreneurship financial accounting
- Internet marketing and sales
- Customer relations
- New business development
- Small Business Owner/Operator
- Chief Executives
- General or Operations Managers
- Associates, Venture Capital Firm

Employment Pathway:

The qualification will produce graduates suitable for positions as business analysts, business managers, business management consultants specializing general management, marketing, finance, accounting, human resources professionals, entrepreneurs, Intrapreneurs and equip them well for further management responsibilities and postgraduate studies.

QUALIFICATION AWARD AND CERTIFICATION

The learner will be awarded '**Bachelor of Business Administration in Business Management**' after attaining a 480credits value as specified in the rules of combination and credit distribution. This qualification does not have exit awards. Therefore, if the candidate does not need the prescribed minimum standards of the qualification the learner will exit with a transcript.

REGIONAL AND INTERNATIONAL COMPARABILITY

This Qualification was compared with various universities running similar qualifications. The following universities and their qualifications were taken for the comparisons:

Regionally:

University of Fort Hare in South Africa - Bachelor of Commerce in Business Management) SAQA accredited:

Similarities

This qualification shares similarities with the University of Fort Hare in terms of module offerings although some terminologies used might differ within the Institutions, but the contents are similar. The modules such as Business Management, Communication, Economics, Accounting, Business Mathematics, and Computer Literacy are offered mainly at Ordinary Degree. Some of the University of Fort Hare modules that are similar to those of BBA in Business Management are offered in University of Fort Hare at Honors Degree level and include Entrepreneurship and Small Business, Operations Management and Research Methodology, Financial Management and Marketing Management. Both qualifications use similar assessment strategies which consist of a rigorous system of continuous assessment, which reflect learner's integration of knowledge and skills. The assessment strategies used include: tutorial, practical test, portfolios, seminar presentations, a mini-research project, tests, and written and oral examinations.

Differences

A significant different is on their credit value: University of Fort Hare qualification is offered during the first three years of Ordinary degree comprises of 384 credits. It offers some modules which are different from this qualification e.g. Psychology, Sociology and Life, Knowledge and Action. Some modules incorporated in this qualification are not within the qualification but are found in other qualifications within the Institution such as Human Resources Management, Project Management

Internationally:

Humboldt International University, USA - Bachelor of Science in Business Administration

Similarities:

A significant similarity is on their credit value: In order to achieve the principal award of the bachelors at Humboldt International University a student must complete 480 credits composed of 40 modules each carrying 12 credits. This is similar to the proposed qualification, which has total credits of 480, and each Module carries a minimum value of 10 credits.

The format of this qualification is also consistent with that of the qualifications offered by the Humboldt International University in that it consists of academic theoretical learning and a research project. The subjects delivering the theoretical component are those found in most international offerings at Bachelors'

Degree level as they include the latest theory and practical application of business management. The proposed qualification also requires a research project to be developed, undertaken and reported in both written and oral formats which are consistent with international practice. There are also similarities in the assessment strategies used which include variations in the mode of assessment in order to allow more flexibility. Also, in practical-based modules of both Universities, continuous assessment shall have a higher weighting than the final examination.

Differences:

The Humboldt International University qualification is full-time or part-time over three or four academic years. Humboldt International University qualification covers most of the modules contained in the proposed qualification. However, a detailed comparison of the modules indicates that although they offer many modules, the depth of coverage of the topics is greater in the proposed Qualification. Humboldt International University students are also offered with a wide selection of optional modules based on a variety of topics, with concentration of entrepreneurship, marketing, or international business. This qualification only has five modules to select from. Furthermore, the Humboldt International University degree does not include a Computer literacy module required especially in the first year of the Qualification. In general, the Humboldt International University Bachelor of Business is aligned with the Proposed Qualification.

REVIEW PERIOD

5 Years

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

List attachments:

Appendix 1-Vision 2036
Appendix 2-Botswana National Development Plan
Appendix 3-HRDC Top Occupations Jan 2017
Appendix 4 Market Need Analysis Report
Appendix 5-Qualification Comparability Matrix - University Botswana (Botswana)
Appendix 6-Qualification Comparability Matrix -University of Fort Hare (South Africa)
Appendix 7-Qualification Comparability Matrix -Surrey University (UK)
Appendix 9 Support Letters