

BQA NCQF QUALIFICATION TEMPLATE

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)			Imperial School of Business and Science											
TITLE		Bachelor of Business Administration in Entrepreneurship						NCQF LEVEL		7				
STRANDS (where applicable)		N/A.												
FIELD		Business, Commerce and Management		SUB-FIELD		Management Studies		CREDIT VALUE		495				
New Qualification								Legacy Qualification						
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, Commerce and 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 so many aspects of our lives without noticing or even realising its significance. Entrepreneurs, business leaders and managers are the core strength of every economy, and this course will prepare the youth of Botswana to create, lead and start their own businesses. This has been identified by the Human Resource Development Council (HRDC) (BHRDS Fair and Career Clinics 2018. Pages 92-100.) as														

the Field of Business, Commerce and Management is one of the key sectors that make up Botswana's future economy.

Ever since ISBS started offering the qualification BBA in Entrepreneurship, that is from the year 2019 under the new regulation (NCQF), the demand for the qualification was so high. This is evident in the students' enrolment records, which were submitted to the DTEF during the years 2019-2021, 2021-2022, 2022-2023 and 2023 to 2024, concerning the qualification BBA in Entrepreneurship.

Furthermore, in the stakeholders' consultative meetings/surveys conducted by ISBS 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, BBA in Entrepreneurship, 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. This includes (1) teaching "Business Plan" and "Managerial Economics" as core modules, (2) introducing a new module "Corporate Governance and Ethics", and (3) amendment of the modules "Quantitative Methods for Business", "E-Business" "Social Media Marketing" and "Research". In addition to that, for providing more work-place experiential learning, the credit value of the module "Industrial Attachment" is increased in the reviewed qualification.

Besides, this qualification is essential while the country is preparing for the transition from a traditional agro-based economy to an industrial knowledge-based economy in order to compete with other countries in the world and foster more employment opportunities for its citizens (www.ibe.unesco.org/en/document/world-data-education-seventh-edition-2010-11.P.9).

This qualification will provide the learners with a unique mix of practical focus on marketing, accounting, law and finance, and the concept of business management. This winning combination sets up the learners for careers in the entrepreneurial, leadership and business sectors. Equally, if they are looking for something a little different, this qualification will equip them with transferable skills applicable to other industries, too, as well as equip them with the knowledge and skills to start their own businesses.

PURPOSE: (itemise exit level outcomes)

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

1. Identify and evaluate external environments to ensure business feasibility.

2. Apply advanced entrepreneurial skills to develop business entities nationally and internationally.
3. Incorporate information technology in business, financial matters and marketing activities to yield maximum output.
4. Establish ethical compliance with internal and external stakeholders pertaining to business activities.

MINIMUM ENTRY REQUIREMENTS (including access and inclusion)

Access and Inclusion:

The Access and Inclusion arrangements are made to eliminate the barriers to facilitate fair and equal entry requirements to the qualification. The qualification is offered to anyone who is interested in the Field of Business, Commerce and Management, irrespective of any disability, learning difficulty, record of criminal conviction, age, gender, ethnic background and parental education or contextual data. Enrolment process is fair and equitable and applies equally to all individuals.

Entry Requirements:

Prospective learners will be admitted to the BBA in Entrepreneurship Qualification on account of having satisfied the entry requirements for the level they apply for.

- Certificate IV, NCQF Level 4 in General Education or TVET.
- Recognition of Prior Learning (RPL) is an entry requirement for this qualification.

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
1. Apply specialised skills in people management, communications, team building, leadership and motivating others in an organisation for promoting business activities.		1.1 Evaluate the characteristics of effective internal and external communication in an organisation 1.2 Plan and establish employee motivational programmes to build up employee morale in an organisation. 1.3 Conduct team building activities and evaluate the impacts of them on the employees. 1.4 Apply strategies to lead and coordinate the workforce in an organisation. 1.5 Implement strategies to monitor and manage people in an organisation to achieve the organisational goals.	
2. Apply specialised skills in identifying, assessing and monitoring the operational activities of an organisation.		2.1 Evaluate the organisational activities including performance evaluation to assess the production and sales of an organisation. 2.2. Assess the cash flow mechanism for the operational activities of an organisation 2.3 Monitor and evaluate the financial status of an organisation including items of routine payments and other overhead costs.	
3. Implement skills in the selection, organising and recruitment of Human resources.		3.1 Effectively manage and plan key human resource functions including, selection and recruitment of candidates for an organisation 3.2 Evaluate employee performance for organisational effectiveness. 3.3 Draft workforce planning schedule for day-to-day operations of an organisation. 3.4 Conduct training programmes for upskilling the employee.	

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	3.5 Implement motivational programmes to retain the employees. 3.6 Administer and coordinate with Occupational Safety and Health practitioners to safeguard the employees' welfare in an organisation. 3.7 Evaluate the criteria for establishing legal compliance with employment relations for the operation of a company. 3.8 Evaluate the systems of payroll, benefits and employee information of a company.
4. Conduct environmental analysis conducive for business development.	4.1 Identify and evaluate the complexities of the business environment and their impact on the business 4.2 Identify and assess the significant external environmental factors and outline a business development plan. 4.3 Analyse the relationship between Government and business and understand the political, economic, legal and social policies of the country. 4.4 Identify and assess the internal factors that affect organisational growth. 4.5 Evaluate the importance of the organisational culture in the development of a business entity.
5. Apply entrepreneurial skills and assess the failure and success of a business entity.	5.1 Evaluate the key concepts of Entrepreneurship. 5.2 Identify and assess the characteristics of entrepreneurial skills. 5.3 Evaluate the role of an entrepreneur in crafting a business idea and take the lead role to start a business.

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	5.4 Utilise entrepreneurial skills to assess the success and failure of an organisation 5.5 Outline and assess the key stages in the Entrepreneurial process, including Market research, crafting the business model, assembling the resources, financial planning and the launching of the enterprise.
6. Plan and conduct environmental research to develop a critical understanding of a rapidly changing entrepreneurial environment.	6.1 Analyse data and information from a range of information sources to develop a critical understanding of a rapidly changing entrepreneurial environment. 6.2 Evaluate qualitative and quantitative types of data in the process of research activities. 6.3 Assess various methods of data collection in market research. 6.4 Assess the methods of data interpretation in a research activity.
7. Apply sound business and economic principles to launch a new venture and effectively manage it.	7.1 Identify and assess the characteristics of the business environment 7.2 Apply business and economic principles to conduct market research. 7.3 Evaluate the new opportunity to ensure whether it is worth for investing the capital. 7.3 Formulate and assess the business plan to capitalise on the opportunity to start a business. 7.4 Identify and assess the suitable framework for the business entity.
8. Execute sound financial decisions in business and personal arenas.	8.1 Outline the financial planning of an organisation to assess its cashflow mechanism. 8.2 Assess the implication of double-entry and account systems for a company.

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	8.3 Evaluate the transactions in the books of original entry of a business organisation. 8.4 Assess the final accounts of a company. 8.5 Evaluate the financial statement of a company and assess its financial position to identify the areas of growth and improvement.
9. Carry out the process of self-analysis and identify the strengths and weaknesses in the context of an entrepreneurial career.	9.1 Critique the importance of self-assessment in the scope of an entrepreneur's journey. 9.2 Identify and assess the strengths and weaknesses of an entrepreneur for preparing the mitigating actions. 9.2 Critically evaluate the relationship between personal values and the growth of an entrepreneur.
10. Apply the concept of the following prominent marketing mix such as: • Product • Price • Promotion • Place (4 P's) for the organisational operations.	10.1 Identify and assess the Potential buyers of the product of a company. 10.2 Put value to a product using the concept of pricing strategies to win over the competitors. 10.3 Conduct various types of Promotional activities. 10.4 Apply various advertising strategies to best promote the product. 10.5 Schedule the distribution channels to make it easy for the customers to access the product.
11. Produce a well-presented feasible business plan.	11.1 Identify and assess the need of a business plan. 11.2 Identify and assess the components to craft a business plan. 11.3 Prepare a well-feasible business plan.

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12. Apply Digital marketing tools to promote products and services.	12.1 Evaluate the importance of social media over traditional marketing. 12.2 Identify Digital marketing tools. 12.3 Evaluate the impacts of digital marketing over traditional.
13. Practice ethical norms and values in an organisation to comply with the interests of the various stakeholders.	13.1 Identify and assess individual values that influence the organisational values. 13.2 Assess the conceptual difference of business ethics and legal conformity pertaining to an organisation. 13.3 Evaluate the concept of business ethics and outline the strategies an organisation must take to encourage ethical behaviour. 13.4 Identify and value the importance of business ethics and corporate social responsibility.

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SECTION C		QUALIFICATION STRUCTURE			
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [6]	Level [7]	Level [8]	495
FUNDAMENTAL COMPONENT Subjects/ Courses/ Modules/Units	Introduction to Business Communications	12			12
	Introduction to Computer Applications	12			12
	Organisational Behaviour	12			12
	Business and Industrial Psychology	12			12
	Introduction to Accounting and Finance	12			12
	Principles of Management	12			12
	Principles of Marketing	12			12
	Introduction to Quantitative Methods	12			12
	Customer Service	12			12
	Entrepreneurship	12			12
CORE COMPONENT Subjects/Courses/ Modules/Units	Business Law - Botswana	12			12
	Human Resources Management	12			12

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	Small Business and Entrepreneurship	12			12
	E-Commerce		15		15
	Marketing Management	12			12
	Managerial Economics	12			12
	Leadership	12			12
	Entrepreneurial Behaviour and Dynamic Capabilities		15		15
	Corporate Governance and Ethics	12			12
	Financial Planning and Management	12			12
	Managerial Accounting		15		
	Business Plan	12			12
	New Venture Financing		15		15
	Project Management		15		15
	Product Development and Pricing Strategies		15		15
	Creativity and Innovation		15		15
	Research Methodology		15		15
	Corporate Strategy		15		15

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	Ecopreneurship		15		15
	Enterprise Risk Management	12			12
	Dissertation	20			20
	Industrial Attachment	40			40
STRANDS/ SPECIALIZATION	Subjects/ Courses/ Modules/Units	Credits Per Relevant NCQF Level			Total Credits
		Level []	Level []	Level []	
1.	Nil	N/A	N/A	N/A	N/A
2.	Nil	N/A	N/A	N/A	N/A
Electives	Marketing Channels		15		15

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	Supply Chain Management		15		15
	International Business		15		15
	Strategic Leadership		15		15
	Customer Relationship Management		15		15
	Strategic Marketing		15		15
	Digital Marketing		15		15
	Opportunity and Lead Creation		15		15

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
Level-6	240
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 240 credits, Core modules worth 210 credits and any of the three (3) Electives worth 45 credits to achieve a total of 495 credits to graduate in BBA in Entrepreneurship qualification.



ASSESSMENT ARRANGEMENTS

Continuous Assessment:

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:

The summative/ final examination will contribute 50% to the Final Mark. All assessors must have BQA assessor certificates and a minimum of 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).

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)

Progression Pathways (Learning)

Vertical Articulation

- Post Graduate Certificate in Entrepreneurship
- Post Graduate Diploma in Entrepreneurship
- Post Graduate Certificate in Business Management
- Post Graduate Diploma in Business Management

- Master's degree in Entrepreneurship
- Master's degree in business management

Horizontal Articulation

- Bachelor's degree in Entrepreneurship
- Bachelor's degree in business management
- Bachelor's degree in management

Progression Pathways (Employment)

- Supervisor/manager at a start-up or small business.
- Supervisor/manager at a strategic entrepreneurial unit.
- Self-employed.
- Working as a consultant in the field of entrepreneurship.

QUALIFICATION AWARD AND CERTIFICATION

The minimum credits required for graduation in the Bachelor of Business Administration in Entrepreneurship program are 495. Upon successful completion of the qualification, students will be issued with a certificate of Bachelor of Business Administration in Entrepreneurship in addition to their transcripts.

SUMMARY OF REGIONAL AND INTERNATIONAL COMPARABILITY-

Similarities

The ISBS-reviewed qualification is similar to the other national, regional and international qualifications with relation to the exit learning outcomes and nature of the modules, levels, assessment methods, and employment as well as learning progressions.

The NQF level of all qualifications that are benchmarked are the same – NQF Level 7. In addition, the assessment strategies are the same of all the benchmarked institutions. Furthermore, the credits and duration of the institution benchmarked nationally are also similar. The duration is 4 years and credits are above 480 credits. The international institutions credits are less as they enrol students from A-Levels whereas institutions in Botswana enrol students from BGCSE/IGCSE therefore there is a difference of a full academic year which is equivalent to 120 extra credits.

Exit learning outcomes of the Reviewed qualification

The significant exit learning outcomes of the reviewed qualification are:

- Identify and evaluate external environments to assure business feasibility.
- Apply advanced entrepreneurial skills to develop business entities nationally and internationally.
- Incorporate information technology in business, financial matters and marketing activities to yield maximum output.
- Establish ethical and legal compliance with internal and external stakeholders pertaining to business activities.

Exit learning outcomes of the qualification offered by Dunia College, India,

- Conduct Environmental studies to analyse business viability.
- Develop skills in managing finance and preparing financial statements.
- Develop the basic concepts in managing business activities.
- Employ marketing strategies.
- Understand legal procedures of conducting business.
- Develop skills in managing entrepreneurial resources.
- Understand and employ Business Law.

Exit learning outcomes of the qualification offered by Unisa,

- Conduct Environmental studies related to business ventures.
- Understand and employ Business Law.
- Understand the concepts of accounting and prepare financial.
- Develop the skills to start new business ventures.
- Develop people management skills.
- Conduct market research.

Exit learning outcomes of the qualification offered by BAISAGO University

- Design and develop comprehensive plans for start-up businesses.
- Plan and execute a new business venture.
- Analyse external and internal factors affecting business organisation.
- Apply entrepreneurial competencies in running a business.
- Apply Accounting Concepts to interpret financial statements.
- Apply marketing concepts to promote products and services.
- Conduct entrepreneurial research.

- Understand and employ Business Law

Differences

The areas where the reviewed qualification is different from Dunia College, India is the inclusion of the module, "Polity & Society", and the exclusion of "Industrial Attachment".

The qualification offered by Unisa, SA is having the inclusion of the modules "Psychological Processes in Work Context", and the exclusion of "Industrial Attachment".

The qualification offered by Ba Isago (Q0034); Botswana is having the inclusion of the modules:

- The Family Business
- Managing Growth in the Small Business
- Business Continuity and Crisis Management

whereas the reviewed qualification is differed from the qualification for having the following modules:

- Business Plan
- Leadership
- New venture financing
- Product development and pricing strategies
- Marketing Channels
- Supply Chain Management

Difference in Titles

BCom in Entrepreneurship offered by Unisa, S.A

The title of the qualification offered by Unisa S.A is BCom in Entrepreneurship. That is, the qualification provides the learners a foundation in Business, Commerce, Economics, Finance and Accounting, modules. Hence, the modules "Commercial law", "Economics IA", "Economics", "Financial Accounting principles, Concepts and Procedures", "Business Management IA", "Business Management II", "Finance for non-Financial Managers", "Franchising" and "Fundamentals of Operational & Financial Risks" are included in the curriculum. Whereas in ISBS BBA in Entrepreneurship focuses mainly on Business, Management, Entrepreneurial and Leadership modules.

BCom in Entrepreneurship offered by Ba Isago University, Botswana.

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With reference to the title, this qualification provides the learners a foundation in the knowledge of Business, commerce, Economics, Finance and Accounting field.

Hence, the qualification has the presence of the modules like “Quantitative methods, “Principles of Financial Accounting “Commercial Law”, “Macro Economics” and “Business Statistics”, “Management accounting”, “E-commerce”, “Corporate Finance” “Financial Institutions and Markets” are included. Whereas in ISBS BBA in Entrepreneurship focuses mainly on Business, Management, Entrepreneurial and Leadership modules.

Comparability and articulation of the proposed qualification with the ones examined

The proposed qualification (BBA in Entrepreneurship-Q0085), in comparison with the national, regional and international qualifications, articulates equal opportunities for learning and employment pathways such as:

Learning:

- Masters in Entrepreneurship
- Masters Business Management
- Master’s in business administration

Employment:

- Supervisor
- Manager
- Business Analyst in an organisation.
- Self-employed
- Working as a consultant in the field of entrepreneurship.

REVIEW PERIOD

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

For Official Use Only:

CODE (ID)			
REGISTRATION STATUS	BQA DECISION NO.	REGISTRATION START DATE	REGISTRATION END DATE

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LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT	
REVISION DATE:		NAME OF PROFESSIONAL BODIES/REGULATOR	Y



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