

QUALIFICATION SPECIFICATION						
SECTION A						
QUALIFICATION DEVELOPER		Institute of Development Management Botswana				
TITLE		Bachelor of International Business			NCQF LEVEL	7
FIELD	Business, Commerce and Management Studies			SUB-FIELD	International Business	
New qualification	√	Review of existing qualification				
SUB-FRAMEWORK	General Education		TVET		Higher Education	√
QUALIFICATION TYPE	Certificate		Diploma		Bachelor	√
	Bachelor Honours		Master		Doctor	
CREDIT VALUE					480	
RATIONALE AND PURPOSE OF THE QUALIFICATION						
<p>The current climate of education requires relevant human resource for excellent results. The Education Training Strategic Sector Plan (ETSSP 2015-2020) is expected to raise the quality of the country's education and also transform it from a resource-based to a knowledge-based economy. The National Human Resources Development Strategy - Realising Our Potentials (2009) has lamented that the programmes offered by tertiary institutions have failed to develop learners' critical skills and lifelong learning competencies. It highlighted that learners are poorly equipped in terms of skills and competencies to take up employment and create their own employment opportunities due to lack of relevance of curriculum to real life. It further underscored the mismatch between supply and demand leading to shortages in the labour market and subsequent graduate unemployment</p> <p>The Citizen Economic Empowerment Policy (2012) also seek to promote participation in the global economy by stating:</p> <p>“...the policy aims at development of skills and knowledge in order for citizens to be able to realise their full potential, build capacity for private sector to grow business through technical and managerial skills and, to infuse entrepreneurial culture in order to build a foundation for global competitiveness at all levels.” (p.6)</p> <p>The Botswana Excellence-The Strategy for Economic Diversification and Sustainable Growth (2009) also highlighted the need for global competitiveness and economic diversification by reiterating:</p> <p>“Government recognises that for the Strategy to be successful, the globalisation process has to be fully embraced by all. Major initiatives are required to educate and inform the population on how these trends will increasingly impact on every aspect of Botswana's economic life. To be able to respond to the globalisation challenge, Batswana collectively and individually will have to develop the capacity to compete on equal terms and succeed in this rapidly changing environment. It is imperative that a creative, forward-looking empowerment policy be launched. Its focus will be on enabling Batswana to obtain not</p>						

only the skills and enhanced business capacities, but also on facilitating access to appropriate financing to enable them to compete successfully regionally and internationally.” (p.14)

The Vision 2036 further states:

“The Botswana society of 2036 will be significantly different from that of today and will be more integrated into the global economy. We will position ourselves to be relevant and competitive.” (p. 5)

Therefore, the Bachelor of International Business is aimed to address the internationalization and globalization dynamics arising from Botswana companies having expanded their operations beyond their traditional domestic markets and also from a substantial number of multinational companies which have been entering the Botswana market through foreign direct investment. These companies require employees who are equipped with the knowledge and skills that will enable them to work locally and globally in a networked society that encompasses contemporary business and management issues. The degree is designed to ensure that it responds to current issues and developments in the business environment around the world. It will thus provide the learners with the competencies to manage a business and how to improve a company's performance in the competitive global context.

Purpose

The qualification aims to equip learners with skills and knowledge for:

- Understanding the dynamics of international business context
- managing the business in current global context
- Managing Human Resources in a business enterprise
- Managing finances for a business enterprise
- Utilizing ICT tools to manage a business
- Understanding and managing investment in the international space
- Formulating business strategies for business growth locally and internationally
- understanding of the various international trade institutions and their influence on global trade and the world economy

ENTRY REQUIREMENTS (including access and inclusion)

NCQF level IV, (BGCSE) or equivalent, including credit in English Language and Mathematics or equivalent.

Applicants who do not meet the above requirements may be considered in terms of Recognition of Prior Learning (RPL) Regulations as according to the policy which is submitted together with this qualification document.

Recognition of Prior Learning will be through access and credit transfer.

Any relevant qualification at NCQF Levels 5 or 6 may render the candidate eligible for exemptions or credit transfer in accordance with applicable policies.

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
1. Communicate effectively on all matters within the business environment and in different cultural contexts.	<ul style="list-style-type: none"> i. Identify and analyse the target audience for effective communication ii. Plan and prepare the structure to communicate the central message logically iii. Demonstrate ability to communicate effectively orally and in writing on business matters iv. Share information at meetings, interviews, in negotiations or telephonically, using presentations or any other appropriate technology. v. Develop judgement through effective listening on business matters Use basic techniques of graphical communication. vi. Range of graphical communication includes but is not limited to: Plans, diagrams, maps drawn to various scales, pictures, graphs and models vii. Dynamics of languages and linguistics in the international community viii. Analyze the four cultural dimensions and their impact on communications (Geert Hofstede) 	
2. Apply different concepts, principles and technologies of basic computing to guide effective implementation of computing solutions.	<ul style="list-style-type: none"> i. Describe the concepts of operating systems and communications systems. ii. Explain the concepts and demonstrate the practical implementation of relational database management systems. iii. Explain about the internet technologies, protocols and internet networking. iv. Demonstrate the integration of technologies with industries, including mobile technologies. 	
3. Apply major practices and processes designed to manage the performance of an organization's human resources	<ul style="list-style-type: none"> i. Explain the importance of people as a key organisational resource ii. Discuss the processes and practices that lead to a high-performance work force iii. Apply learning & Development theories in facilitating training, learning and development 	
4. Apply practical and theoretical knowledge of micro and macro economy.	<ul style="list-style-type: none"> v. Apply the principles of supply and demand. vi. The concepts of supply and demand and elasticity of demand and supply are explained with the use of graphical illustration. vii. Develop a working knowledge of economic concerns viii. Acquire a basic understanding of economic theory. ix. Apply economic concepts to solving real world healthcare problems. x. The concepts of scarcity, choice, efficiency, use of marginal analysis and opportunity cost are correctly explained. 	

	<ul style="list-style-type: none"> xi. The concept of macroeconomics is distinguished from that of microeconomics. xii. The common errors in economic thinking and sources of disagreement amongst economists are identified. xiii. The impact of different economic systems is explained
5. Make an informed business investment decision within an international context	<ul style="list-style-type: none"> i. ii. Explain forms of business finance and suggest instruments for direct investment in business. iii. Analyse the environment and do projections in terms of risk and expected return. iv. Calculate applicable ratios to measure risk and do a sensitivity analysis. v. Distinguish between ratios that indicate leverage, performance and risk. vi. Evaluate factors affecting the decision to invest in business or not. vii. Price an investment in business correctly. viii. Negotiate optimally the conditions for investment in business. ix. Recommend how the investment should be financed to optimise return. x. Calculate for how long the investment should be kept.
6. Harness diversity and build on strengths of a diverse working environment within an international context	<ul style="list-style-type: none"> i. Identify the nature of diversity in the working environment within an international context. Diversity includes but is not limited to: differences in culture, values, race, age, sex, language, education. ii. Identify the implications of diversity for external and internal relationships iii. Identify cultural biases, stereotypes and perceptions together with the influence they can have on dealing with diversity. iv. Explain the benefits of diversity in employees and clients for an international organisation v. Demonstrate ability to utilise the diverse talents, attitudes and values of employees with a view to maximise the productivity of the section/division/department. vi. Identify common values and attitudes prevalent amongst employees to use as the basis for work to be performed, communication methods and creation of mutual respect and trust. vii. Identify and deal with incidents of conflict, disagreement and acts of embarrassment according to organisation policy and procedures viii. Identify and handle discrimination and discriminatory practices at the appropriate level of authority in the organisation
7. Apply the principles of ethics to a business environment within an	<ul style="list-style-type: none"> i. Demonstrate knowledge and insight into applicable legislation, regulations and codes relating to corporate

international context and design business plans to facilitate business set up and growth	<p>governance and ethics within an international business environment.</p> <ul style="list-style-type: none"> ii. Apply the principles that underpin ethics and professionalism to a code of conduct. iii. Explain the international business case for compliance with codes and the ethical code of an organisation with reference to the role in attracting investors iv. Critically evaluate the implementation of an international organisation's ethical code or value system. v. Conduct gap analysis against the principles in the international organisation's code of conduct in order to identify strengths and weaknesses vi. Develop Business plans guided by the external environment and the organizational internal competencies vii. Use the findings of the gap analysis as the basis from which to develop a plan to initiate or improve commitment to the code of ethics in an international organisation viii. Explain the relationship between reputation and ethics with reference to a specific international organisation ix. Develop a plan to initiate or improve commitment and compliance in the implementation of a code in an international organisation.
8. Implement alternative strategies that help to sustain and enhance organisational competitiveness.	<ul style="list-style-type: none"> i. Suggest ways to build an organisation capable of good strategy execution and good strategic alignment ii. Evaluate the importance of leadership, culture and teamwork, process integration in strategy development and implementation leading to desired organizational behavior iii. Use the Balanced Scorecard to ensure organizational alignment and evaluate organizational performance
9. Demonstrate understanding of the various international trade institutions and their influence on global trade and the world economy	<ul style="list-style-type: none"> iv. Describe the development of the key international trade Institutions from their inception to present day v. Explain the aims of the international trade Institutions vi. Analyse the contribution of the international trade Institutions in terms of the impact on the world economy vii. Analyse the current influence of these international trade institutions on global trade.
10. Construct risk models on investment portfolios within the international business	<ul style="list-style-type: none"> i. Formulate different risk models on investment portfolios which are consistent with the international organisations policies Model includes but is not limited to: quantitative method, system, or approach that applies statistical, economic, financial, or mathematical theories, techniques, and assumptions to process input data into quantitative estimates ii. Critically analyse the different risk models by identifying their benefits and limitations iii. Identify model limitations and produce appropriate changes

	<ul style="list-style-type: none"> iv. Use at least two models for analyzing international business strategies and to inform business decisions v. Identify and measure the risks of the selected models vi. Conduct stress tests on the selected models <p>Model development and testing includes but is not limited to:</p> <ul style="list-style-type: none"> • evaluating various components of a model and its overall function showing that the model is performing as intended to demonstrate that it is accurate, robust, and stable; evaluating its limitations and assumptions, ensuring that the development of the more judgmental and qualitative aspects of their models is also sound.
11. Develop a global perspective by demonstrating understanding towards entrepreneurship from inception in home country to international market entry	<ul style="list-style-type: none"> i. Analyse types of businesses ii. Analyse determinants of market entry approaches iii. Identify enterprises with a global perspective iv. Apply cultural, ethical and inclusive aspects related to the global evolution of enterprises v. Determine appropriate Intellectual property approaches vi. Differentiate between multiple business exit strategies
12. Co-ordinate the development and implementation of the strategic marketing plan within an international context	<ul style="list-style-type: none"> i. Define and analyse markets for new business opportunities ii. Identify market opportunities using market information. Market information includes but is not limited to: win/loss analysis, product information, market share and penetration, pricing strategy, competitive positioning and messaging. iii. Segment and target specific international strategic markets according to relevant profiles iv. Identify homogeneous sub-markets and cluster them together v. Conduct SWOT analysis of the international marketing plan vi. Analyse and explain buyers behaviour vii. Identify international market trends viii. Leverage on social, digital and traditional media in the implementation of the international marketing plan and to improve the marketing mix ix. Produce structural competitor analysis. Competitors analysis includes but is not limited to: current competitive position and sales performance x. Identify and communicate key performance indicators to all relevant international parties in line with stakeholder expectations. xi. Identify external factors that may have an impact on performance standards
13. Demonstrate knowledge of Volatility, Uncertainty, Complexity, Ambiguity (VUCA) Leadership	<ul style="list-style-type: none"> i. Identify and describe the key components of VUCA

	<ul style="list-style-type: none"> ii. Demonstrate knowledge of effective entrepreneurial planning, decision-making, communication and appropriate behaviour when operating in turbulent environments iii. Demonstrate ability to overcome volatility in the international business and turn it into positive vision iv. Identify destructive uncertainty in own organisation and turn it into clear understanding v. Manage and lead complexity in own organisation to ensure clarity for the teams and other employees vi. Identify ambiguity in the international business and adapt it into agility vii. Demonstrate understanding of the key principles and process to lead, teams, other employees and the organisation through VUCA.
14. Analyze comprehensive theoretical and practical competencies in strategic international marketing management within global environments.	<ul style="list-style-type: none"> i. Evaluate a business' access to export channels in terms of national and global markets ii. Review international and global markets by analyzing the advantages and disadvantages of marketing strategies adopted by industrialized, developing and underdeveloped economies iii. Explain the impact of regulation as it affects and orders national and global trade iv. Identify and evaluate information sources, methods of collection and of analysis suitable for international marketing operations.
15. Apply knowledge of entrepreneurship and acquisition of venture creation skills in various contexts	<ul style="list-style-type: none"> i. Differentiate between types of entrepreneurial ventures. ii. Follow the Entrepreneurial process in planning ventures iii. Identify and pursue an entrepreneurial opportunity iv. Independently go through the process of refining a sustainable business idea v. Demonstrate knowledge of key components of a business plan vi. Analyze the interaction of key components within the National Innovation System
16. Carry out basic research on an international business problem	<ul style="list-style-type: none"> i. Plan a research assignment ii. Review relevant literature iii. Construct a basic research design iv. Gather and organise data v. Compile research findings vi. Produce a final written research report



BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

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QUALIFICATION STRUCTURE			
			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	ICDL	5	20
	Academic Writing and Communication Skills	5	5
	Project Management	5	5
	Principles of Supply Chain Management	5	5
	Records and Information Management	5	5
	Introduction to Entrepreneurship and Innovation	5	5
	Professional Communication	5	5
CORE COMPONENT Subjects / Units / Modules /Courses	Fundamentals of Economics	6	10
	Essentials of Management	6	10
	Business Organisations	6	10
	Introduction to Finance	6	10
	Principles of Marketing	6	10
	E-Business	6	10
	Business Mathematics	6	10
	Communication in diverse cultures	6	10
	Advanced Business Mathematics	7	20
	Financial Management	6	10
	Human Resources Management	6	10
	Business Operations	6	10
	Information Systems in Organisations	6	10
	Marketing Management	6	10
	Consumer Behaviour	6	10
	Business Research Methods	7	10
	Business Strategy	7	20
	International Marketing Strategy	7	20
	Business Analysis and Decision Making	7	20
	Strategic Operations and Quality Management	7	20
	Leadership Context	7	20
	Management and Organizational Behavior	7	20
	Business-to-Business Marketing	7	10
	Management Accounting and Finance	7	20
	Globalization	7	10
	International Trade	7	20
	Change and Crisis Management	7	20
	Sustainable Management	7	10
	Project/Internship	6	30
ELECTIVE COMPONENT	Financial Management	6	10
	Fundamentals of Venture Creation	6	10

Subjects / Units / Modules /Courses (Choose 2)	Marketing Management	6	10
	Economics	6	10

Rules of combinations, Credit distribution (where applicable):

A minimum total of 480 credits are required at level 7 or above to attain this qualification.

The number of contributing credits at level 5 is restricted to a maximum of 40 credits.

The number of contributing credits at level 6 is restricted to a maximum of 40 credits.

The balance of credits can be at level 6 or above.

The qualifications structure is premised on these rules of combination.

Level 5 – 50 credits

Level 6 – 190 credits

Level 7 – 240 credits

TOTAL = 480 credits

ASSESSMENT AND MODERATION ARRANGEMENTS

The following shall apply to both internal and external moderation in accordance with applicable policies and regulation in the following documents:

Assessment Policy
Curriculum Policy

Pre-assessment Moderation

Before administering any assessments that contribute towards the award of credits, moderation will take place. This will entail but not be limited to the following:

Ascertaining that the assessment strategy to be used is appropriate for the learning outcome to be assessed

Ascertaining that the assessment instrument adequately captures the learning outcomes against which assessment is to be carried out

Ascertaining whether the assessment tasks or questions can enable the assessor to collect sufficient evidence that is typical of relevant exit level descriptors

Checking if the assessment instruction layout is appropriate and that wording of assessment tasks or questions is appropriate

Checking if the assessment criteria or rubrics is consistent with the learning outcomes against which assessment is to be done

Post-assessment Moderation

Moderators will verify that the assessment has been done in compliance with assessment principles. This should include the following:

- Checking if all scripts have been assessed using the same criteria
- Verifying if assessment judgments and decisions have been done consistently and that principles such as validity, authenticity, currency and sufficiency have been considered
- Checking if calculation of marks has been done correctly
- Checking if necessary records and reports have been completed

Sampling Procedure for Moderation

The sample should be representative of the population of candidates in relation to performance, gender, and etc.

Moderation Reports

A moderation report shall capture, but not limited to the following:

- Sample size and sampling procedure
- Observations about the performance of candidates
- Consistency of assessment judgments and decisions
- Evaluation of assessment instruments and their alignment to learning outcomes
- Recommendations for improvement

Formative assessment- informs teaching and learning

Formative assessment or continuous assessment (CA) will comprise 40% of the final grade for each module.

Summative assessment based on learning out comes leading to the award of the qualification

Summative assessment will comprise 60% of the final grade for each module.

The weighting between continuous assessment and summative assessment shall be at a ratio of 40:60.

To be awarded a Bachelors of International Business, a learner must:

1. Pass all the modules including any required electives
2. Successfully complete any projects, workplace attachment, or portfolio
3. Successfully complete any academic research work

A certificate will be awarded only to participants who meet the above criteria.

RECOGNITION OF PRIOR LEARNING (if applicable)

Recognition of Prior Learning(RPL)

Students who do not meet the above requirements may be considered in terms of Recognition of Prior Learning (RPL) Regulations as according to the policy which is submitted together with this qualification document.

- Recognition of Prior Learning will be through access and credit transfer.
- The procedure covers Non-formal and Formal learning.

Candidates may submit evidence of prior learning and current competence and undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable RPL policies and relevant national-level policy and legislative frameworks. Implementation of RPL shall also be consistent with requirements, if any, prescribed for the field or sub-field of study by relevant national, regional or international professional bodies.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal and/or Diagonal Articulation (related qualifications of similar level that graduates may consider)

Bachelor of Business Administration at NCQF Level 7

Bachelor of Entrepreneurship at NCQF Level 7

Vertical Articulation (qualifications to which the holder may progress to)

Masters of Science, Supply Chain at NCQF Level 8

Masters of Science, Project Management at NCQF Level 8

Masters of Strategic Management and Leadership at NCQF Level 8

Masters of Business Administration at NCQF Level 8

On successful completion of this qualification the holder may be absorbed in the job market in different sectors of the organisations in any field such as;

- Managers of financial and business institutions
- Administrators
- Self-employed professionals
- Business development
- Business Consultants-Advisory services

QUALIFICATION AWARD AND CERTIFICATION

Upon successful completion of the qualification, a Bachelor of International Business will be awarded to graduates who have fulfilled all the requirements of the degree including rules of combination.

REGIONAL AND INTERNATIONAL COMPARABILITY

Regionally

1. University of Botswana –BBA in International Business (4 years)

Similarities:

Communication

Business Information Systems

Statistics

Marketing

Microeconomics & Macroeconomics

International Business

Cost Accounting

Business Finance

Quantitative Methods

International Business Environment

Integrated Marketing Communication Strategy

International Trade Institutions

International Business Finance

Entrepreneurship & New Business Management

Research Proposal

Industrial Attachment
Research Report
Global Business Strategy

Differences:

French for Special Purposes
Basic Mandarin

2. University of Stellenbosch (3 years) - Bachelor of Commerce in International Business

Similarities:

Economics
Information Systems
Business Management
Financial Accounting
Intercultural Communication
Legal Aspects of International Business Transactions
Marketing Management
Financial Management
Entrepreneurship and Innovation Management

Differences:

Political Science
Industrial Psychology
Sociology
Chinese
French
German
Students Exchange Programme

Internationally

Curtin University

Learning outcomes:

Similarities:

- i. Demonstrate leadership, ethical practice and professional integrity when working within a cross-cultural team and independently
- ii. Apply knowledge, principles and concepts to understand and appreciate management issues and challenges in conducting business globally (especially in the Asia Pacific region)
- iii. Think critically, creatively and reflectively to manage effectively in international environment and cross-cultural situation
- iv. Access, evaluate and synthesise information from relevant sources to effectively manage international operations
- v. Communicate in ways appropriate to the management discipline for cross-cultural audiences and contexts

- vi. Use and apply technologies, recognising their advantages and limitations when applied to managing internationally
- vii. Take responsibility for their own learning by demonstrating initiative in finding new information and actively participating in varied learning experiences
- viii. Think globally and consider management issues from a variety of perspectives
- ix. Actively support the value of cultural diversity in improving business and professional practice

Differences: None

Conclusion

The qualification compares well regionally and internationally in terms of scope across major themes with the exception of the teaching of other international languages such as Chinese, French and German; Political Science, Industrial Psychology, Sociology and Students Exchange Programme.

REVIEW PERIOD

Every 5 years. However, the business landscape is forever changing and review of the qualification will provide a window for constant refining and updating where applicable, arising from legislative changes or stakeholder feedback.

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

N/A