

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY					
TITLE		BACHELOR OF BUSINESS IN INTERNATIONAL BUSINESS			NCQF LEVEL		7
FIELD	BUSINESS, COMMERCE & MANAGEMENT		SUB-FIELD	BUSINESS MANAGEMENT			
New qualification		✓	Review of existing qualification				
SUB-FRAMEWORK		General Education			TVET		Higher Education
							✓
QUALIFICATION TYPE		Certificate			Diploma		Bachelor
		Bachelor Honours			Master		Doctor
CREDIT VALUE							524
1.0 RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>1.1 Rationale</p> <p>Botswana Vision Imperatives</p> <p>Botswana vision 2036 main purpose is the achievement of prosperity for all- individuals and community regarding national goals in all levels and all sectors including education. The four pillars of vision 2036 are: Sustainable Economic Development, Human & Social capital, Sustainable environment and Governance, peace and security.</p> <ul style="list-style-type: none"> For Human and social capital the vision aims to make Botswana knowledge – based economy through the promotion of science, technology and innovation. The vision hopes that Botswana will direct her effort to produce domestic human capital that is integrated into the global labour market that will accommodate immigration laws and regulations. In addition it will help promote inward migration of skilled and internationally competitive workers. In that vein Botswana is aiming to develop “internationally competitive workforce that are productive and have international exposure”(Vision 2036, presidential task team:2016). This will be the personnel that are skilled to take advantage of domestic, regional and international opportunities hence opening doors for the country and attract foreign investors who wish to invest and live in Botswana. This justifies the need for the bachelors of international Business. Botswana is operating in a rapidly changing global, social, economic and physical environment. The Botswana society of 2036 will be significantly different from that of today and will be integrated into the global economy. The society will position itself to be relevant and competitive. The country will be 							

adaptive to adverse conditions while exploiting new opportunities provided by globalization. In this regard, the journey towards the desired future will be characterized by key imperatives of transformation, implementation, sustainability, flexibility and resilience, innovation, research and national values (www.statsbots.org.bw).

- On flexibility and resilience Botswana desires to have people who will be equipped and prepared to operate in a rapidly changing global environment whereby they are able to respond to changing circumstances and incentives and in so doing withstand and recover from both internal and external shocks that are beyond our immediate control. This therefore requires Botswana to plan educationally on having such human capital.
- In support of Botswana's Vision 2036 it is imperative to comprehend that the two global frameworks underpinning the Sustainable Development paradigm are Agenda 2030 on Sustainable Development and its associated Sustainable Development Goals (SDGs), and the new Paris Agreement on Climate Change, agreed in December 2015. The implementation of these frameworks will transform the world's markets, technologies and economic and social systems to enable them to serve the needs of the people, the environment and economies (www.statsbots.org.bw). It is thus urgent to prepare for such anticipated changes in the world by developing manpower with the capacity to be employees or employers in such a world. In any case some of these changes are already taking place. What with the SADC integration agenda. The world is already characterized by globalization and the rise of information and communication technology and the mobility of labour (www.statsbots.org.bw). The key regional framework guiding development at the SADC level is the Regional Indicative Strategic Development Plan (RISDP), running from 2015 to 2020. The ultimate objective of RISDP is to deepen integration in the region with a view to accelerating poverty eradication and the attainment of other socio-economic development goals. This includes social development strategies in the areas of education and human resources development (www.statsbots.org.bw).
- The country is faced with high unemployment (above 20%), especially among the youth. the high youth unemployment is partly due to the fact that the supply skills from the education sector does not match the needs of the job market. The skills mismatch has led to an oversupply of certain skills in the job market, resulting in high graduate unemployment, even though other skills are in short supply. The Bachelor's degree in International Business will develop manpower that is employable and also having the capacity to employ in an integrated SADC as well as globally. Outward migration of skilled and internationally competitive workers has great potential to deal with the high levels of unemployment, especially among the relatively young population. The flexibility in Botswana's processes to develop human capital will enable the economy to develop new sources of wealth creation. Botswana will be integrated into global labour markets, meaning that Botswana will work in other countries. Qualifications will be developed to encourage targeted outward migration of Botswana to utilize opportunities in the global market.

Research study done in Botswana (Iyanda,et al, 2012) shows that the most common level of educational qualification was the Cambridge or Ordinary Level Certificate, Higher qualification such as degrees and masters were under represented. This is a clear indication that there is need for training students in various business degree qualifications including International Business. Indeed, this is a pointer to the need of developing International business students to be competitive on the labour market and also in starting their own businesses. **International business enables graduates to gain advanced knowledge of foreign markets and this can enable them position themselves**

strategically in the foreign markets as entrepreneurs (Ashford university, 2017).

Botswana encourages the international business community to establish businesses in the country; this is done through International Financial Services Centre (IFSC) and Botswana Export Development & Investment authority (BEDIA). Therefore this necessitates the country to have personnel with international business skills. Degree in international Business will work out well for such.

Bota report (2010) emphasizes that Botswana wants to diversify the economy and has identified 16 priority areas among them is marketing /sales and these are part of international business. The key priority areas for Botswana 2017/18 budget speech are among others: Diversification of the economy, Human capital development and sustainable use of natural resources. Human capital development is also a priority area for NDP 11. The Human Development Council has identified key priority areas such as Agriculture, Tourism, Mining and health (2017/18 Budget speech report). Since emphasis in Botswana's economy is to diversify the economy from mono product orientation, and the International Business qualification has been introduced taking into consideration its relevance to the realities of Botswana's economic needs. This will be of great value especially that Botswana Government has entered into a 10 year agreement with De beers to relocate Diamond Trading Company (DTC) services from London to Gaborone. The country needs to have personnel with international business skills. Botswana government plans economic diversification through building six hubs: innovative, diamond, health, transport, education and agriculture. Further, the diversification principle will make some Botswana desire to venture into the international markets as entrepreneurs and hence this calls for international business skills to manage enterprises effectively.

The findings from the survey conducted in October, 2018 revealed that the skills and competences that International Business graduates will acquire are many: Global strategic planning, effective management, aggressive international marketing, entrepreneurial, effective communication skills across cultures among others. Such skills will open doors for the graduates as employees or entrepreneurs around the world. And therefore BBUS in International Business should be developed and offered in higher institutes of learning.

1.2 Purpose

The qualification in International business aims to produce graduates that will play a big role in the inter-knowledge based economy. This qualification will provide graduates with international exposure through their interaction with international students and global market place. It provides the multicultural experience which enhances diversity in the economy. The qualification aims to produce professionals that will conduct business transactions ethically and legally with flexibility to accommodate multicultural practices.

The purpose of this qualification is:

(a) To produce graduates who can become:

- Business Managers
- Import/Export compliance specialist
- Management Analyst
- Operations Manager
- Entrepreneur

- (b) To provide in depth and specialization in the business and management sub-field of international business to fulfill Botswana's vision imperatives of producing domestic human capital that is integrated into global labor market
- (c) To provide education on a graduate level in international business to help promote ability to work in regional and multinational companies as well as equip and prepare graduates to operate in a rapidly changing global environment whereby they are able to respond to changing circumstances and incentives and in so doing withstand and recover from both internal and external shocks that are beyond our immediate control.
- (d) To provide advanced and in-depth understanding and competence in a number of international business domains, as preparation for engagement in Level 8 or other business research qualifications.

2.0 ENTRY REQUIREMENTS (including access and inclusion)

2.1 Normal Requirements

- The minimum entry requirement for this qualification is NCQF Level IV or V or equivalence with a pass or better in English and Mathematics. Applicants with a pass in any business-related subjects will have an added advantage.
- Applicants in possession of appropriate Level 6 qualification in any business -related or equivalent qualification will be considered for entry into the qualification.

2.2 RPL AND CATS

- Recognition of Prior Learning (RPL) and Credit Accumulated Transfer (CAT) will also be considered for access to the qualification Bachelor of Business (International Business).

3.0 QUALIFICATION SPECIFICATION SECTION B

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

3.1 Apply business knowledge and skills in local and international business environments

- 3.1.1 Formulate short and long term plans for the business.
- 3.1.2 Implement the short and long term plans for the business.
- 3.1.3 Analyze the local business environment
- 3.1.4 Conduct analysis of global business environment.

	<p>3.1.5 Apply critical thinking skills in business situations.</p> <p>3.1.6 Conduct a SWOT analysis.</p>
3.2 Incorporate Information Technology in local and international business operations	<p>3.2.1 Prepare reports, memos, invoices , inquiries etc by use of information technology.</p> <p>3.2.2 Communicate through information technology by emails, social media etc.</p> <p>3.2.3 Browse the websites for business information or business links.</p> <p>3.2.4 Use the information technology to conduct business benchmarking.</p> <p>3.2.5 Design promotion signages using information technology</p> <p>3.2.6 Conduct basic market research for the business.</p>
3.3 Conduct business legally, ethically and professionally both locally and internationally	<p>3.3.1 Interpret local and international business laws correctly.</p> <p>3.3.2 Advise the business of the legal implications of local laws and regulations.</p> <p>3.3.3 Comply with all local and international business laws and regulations.</p> <p>3.3.4 Conduct all business deals ethically</p> <p>3.3.5 Show etiquette during business deals and negotiations.</p> <p>3.3.6 Conduct all business transactions professionally.</p> <p>3.3.7 Advise the business on legal issues facing the business locally or internationally.</p>
3.4 Employ effective oral, written and electronic communication strategies in all business operations	<p>3.4.1 Effectively communicate in written, electronic and oral forms to the business stakeholders in meetings and negotiations.</p> <p>3.4.2 Conduct effective presentations for various purposes to stakeholders.</p> <p>3.4.3 Network confidently internationally with relevant stakeholders.</p>

3.5 Demonstrate in-depth knowledge and skills in accounting and financial management in both local and international	3.5.1 Identify financial markets available for local and international businesses.
	3.5.2 Identify sources of finance for both local and

business processes	<p>international businesses.</p> <p>3.5.3 Assess financial risk in investments locally and internationally.</p> <p>3.5.4 Advise on strategies to manage financial and investment risks locally and internationally.</p> <p>3.5.5 Interpret business financial statements such as income statements, balance sheets, cash flow correctly for informed decision-making.</p> <p>3.5.6 Prepare correct financial statements for the business for informed decision making</p> <p>3.5.7 Draw business budgets for the specific period of the business – quarterly, semi-annually or annually.</p> <p>3.5.8 Interact well with the foreign investors in the local environment.</p>
3.6 Conduct business environment analysis	<p>3.6.1 Conduct SWOT analysis for the business.</p> <p>3.6.2 Carry out PESTEL analysis for both local and international markets.</p> <p>3.6.3 Conduct basic market research for the business.</p> <p>3.6.4 Conduct competitive analysis for the industry.</p> <p>3.6.5 Recommend the best strategies to beat the industry competition.</p>
3.7 Advise the business firm on periodical economic decisions	<p>3.7.1 Identify the main factors that affect economic systems.</p> <p>3.7.2 Determine the demand and supply in different markets.</p> <p>3.7.3 Evaluate government interventions in international business.</p> <p>3.7.4 Calculate economic indicators and their effect on the international business.</p> <p>3.7.5 Analyse trends in the economic systems locally and internationally.</p>
3.8 Demonstrate in-depth knowledge of international markets	<p>3.8.1 Identify international markets.</p> <p>3.8.2 Draw promotional plans for local and international market.</p> <p>3.8.3 Analyze the international markets that are appropriate for business ventures.</p> <p>3.8.4 Evaluate proposals to venture international markets.</p> <p>3.8.5 Conduct business transactions professionally and in a transparent manner across different cultures.</p> <p>3.8.6 Recommend on the most appropriate proposal</p>

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

		to utilize in venturing international markets.
3.9	Formulate strategies for business diversification	3.9.1 Describe the concept diversification. 3.9.2 Draw business proposals for business diversification drive in terms of markets and products/services. 3.9.3 Recommend solutions for challenges encountered in the diversification drive.
3.10	Demonstrate cultural tolerance when carrying out businesses operations in international environment	3.10.1 Identify the different cultures in the international business scenarios. 3.10.2 Perform effectively within the different cultures in the international markets. 3.10.3 Employ effective strategies in dealing with cultural diversity issues in the business workplace. 3.10.4 Exercise cultural tolerance for different cultures in the international business scenario.
3.11	Provide effective leadership in conducting business in the international business scenario	3.11.1 Identify effective leadership styles. 3.11.2 Employ effective strategies in leading teams for business productivity. 3.11.3 Manage teams by enabling them to conduct their duties and tasks independently.
3.12	Incorporate corporate social responsibility in the business activities	3.12.1 Describe corporate social responsibility concepts. 3.12.2 Identify corporate social responsibility activities and stakeholders. 3.12.3 Describe corporate social responsibilities theories. 3.12.4 Apply corporate social responsibility theories to sustainable business activities. 3.12.5 Integrate corporate social responsibility into strategic planning and regular business practices. 3.12.6 Implement CSR plan in the business. 3.12.7 Monitor the organization CSR activities and recommend necessary changes.

4.0 QUALIFICATION STRUCTURE

SECTION C

FUNDAMENTAL COMPONENT	Title	NCQF Level	Credits
Subjects / Units / Modules /Courses	Creative and Innovative Studies	6	10
	Management Information Systems	6	10
	Introduction to Computer Skills	6	10
	Communication and Study Skills	6	10
	Introduction to International Business	6	10
	Introduction to Business Management	6	10

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

	Principles of Accounting -	6	10
	Principles of Economics	6	10
	Essentials of Business Mathematics	6	10
	Principles of Marketing	6	10

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

CORE COMPONENT Subjects / Units / Modules /Courses	Microeconomics	6	10
	Web Design for Business	6	10
	International Operations Management	7	13
	Global Business management & Strategy	7	13
	Macroeconomics	7	13
	Human resource management	7	13
	Business Communication	7	13
	Business Accounting	7	13
	Introduction to French	7	13
	Introduction to Management	7	13
	Entrepreneurship & Innovation	7	13
	Quantitative Methods for Business	7	13
	Risk & Insurance Management	7	13
	Organizational Behaviour	7	13
	Corporate Social Responsibility	7	13
	Cross Cultural Management	7	13
	Business Law	7	13
	Managerial Accounting	7	13
	International Marketing Management	7	13
	International Financial Management	7	13
	Operations Management	7	13
	International Business Law	7	13
	Electronic Commerce	7	13
	Professional Ethics for Business	7	13
	Project Management for Business	7	13
	Strategic Management	7	13
	Corporate Finance	7	13
	Import , Export & Logistics Management	7	13
	Industrial Attachment	7	40
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	International Industrial Relations	7	13
	Business in the Emerging markets	7	
	Contemporary issues in Human Resources Management	7	13
	Investment & Portfolio Management	7	
TOTS			524

4.1 RULES OF COMBINATION AND CREDIT DISTRIBUTION

Components	Level	Credits available	Total minimum credits
Fundamentals	6	120	120
Core	7	378	378
Electives	7	26	26
Total			524

The composition of the qualification has 2 levels: 6 & 7

- All fundamental and core modules are compulsory.
- Learners must choose 2 electives from the 4 provided, during the course of their study

5.0 ASSESSMENT ARRANGEMENTS

FORMATIVE ASSESSMENT (60%)

Formative assessment or continuous assessment contributing towards the award of credits should be based on module (unit) outcomes.

The contribution of formative assessment to the final grade shall be 60%.

SUMMATIVE ASSESSMENT (40%)

Candidates may undergo assessment including written and practical examinations or projects. The final assessment for each module (unit) contributes 40% of the final mark for that module.

Assessment shall be carried out by BQA registered and accredited Assessors.

6.0 MODERATION ARRANGEMENTS

Both internal and external moderation shall be done in accordance with applicable policies and regulations.

Internal and external moderators to be engaged will be BQA accredited subject specialists in relevant fields with relevant industry experience and academic qualifications.

7.0 RECOGNITION OF PRIOR LEARNING (if applicable)

- Attained qualification and awarded recognition shall be evaluated to determine its equivalence within the NCQF through recorded interviews, inspection of transcript or oral and practical test to determine the level of qualification.
- Graduate with a Level 6 qualification in Business Management, Business Administration or other related courses shall be admitted at advance standing level depending on the credits to be exempted. Each case will be treated individually.

8.0 PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

8.1 Horizontal Articulation (related qualifications of similar level that graduates may consider)

- Bachelors Degree in Accounting
- Bachelors Degree in Finance
- Bachelors Degree in Business Administration
- Bachelors Degree in Marketing
- Bachelor of Science in International Business
- Bachelor of business in Entrepreneurship

Below are possible jobs or employment the holder of this qualification can take up:

- Business Manager
- Business development Specialist
- Import/Export compliance specialist
- Management Analyst
- Operations Manager
- **Entrepreneurs**

8.2 Vertical Articulation: Graduates can progress to:

- BComms (Hons) Business management :specializing in strategy & Innovation
- International Business (Hons)
- Bachelor of Business (Honours International Business)
- International Business BA (Hons)
- International Business Honours
- Bachelor of International Business (Hons)
- Post graduate Diploma in business related field
- Post graduate Certificate in business related field

9.0 QUALIFICATION AWARD AND CERTIFICATION

9.1 To qualify for qualification award and certification, a learner must:

- Attain a minimum of 524 credits overall.
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules.

9.2 Upon satisfying all requirements learners will be issued with a Certificate of Bachelor of Business (International Business).

10.0 REGIONAL AND INTERNATIONAL COMPARABILITY

Criteria	University of Northampton (GB) (BSc International Business)	Stellenbosch University (RSA) (BCOM International Business)	Royal Melbourne Institute of Technology (RMIT – Australia) BBUS International Business
Degree Status	General	General	General
Bridging course	Available	None	None
Credits	560	520	288
Duration (full time)	3 Years	4 Years	3 Years
Average module load per semester	6	5	4

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

Exit Learning Outcomes	<ul style="list-style-type: none"> Start, run and manage business across borders Manage diverse workforce in business set up Develop cultural tolerance /intelligence Communicate effectively across different cultures incorporate modern technology in business operations 	<ul style="list-style-type: none"> Develop cross-cultural business relationship Conduct business effectively in the global economy Manage global Human resources take part in import and export business 	<ul style="list-style-type: none"> Apply critical thinking in running and managing global business Establishment and sustainability of successful relations with International Business stakeholders Development of policies to guide international trade Advise on trade related issues Prepare and interpret financial statements for decision making 	
Dissertation/ Research project	Compulsory	Compulsory	Compulsory	
Exchange Programme	Not available	Available	Available	
Electives	None	Available	Available	
Internship	Available	Available	Available	
Mode of delivery	Full time	Full time	Full time Part time	

The analysis of the four qualifications depicted similarities and differences:

Similarities

- The degree status is general
- Internship is available in the four qualifications

- For exit learning outcomes, communicate effectively is common in two qualifications
- There is a dissertation component in the curriculum of three qualifications
- Electives are common in three qualifications
- The mode of delivery is full time for the four qualifications

Differences

- Bridging course is only available in one qualification, the other three its unavailable
- The qualification credits differ in the four qualification: 560,520,288 and 120
- Duration of study is different three qualification take three years while one runs for four years
- There is a difference the modules per semester, they range from 6,5 and 4 respectively
- Dissertation is unavailable in only one qualification
- The qualification have different names: BBUS in International Business, BBA in International Business, BSc. in International Business and BCom in International Business
- Only one qualifications has part time as the mode of delivery

Contextualisation

The qualification is in alignment with the benchmarked qualifications however with some minor deviations. It is designed in such a way that the graduate can apply the skills, competences and knowledge in almost all types of business management and in all types of workplaces with ease. The qualification prepares graduates to address, business issues in domestic and international environments. The qualification includes electives that provide an introduction to areas that learners can prepare to specialise in if they should wish to proceed to Level 8 qualifications.

11.0 REVIEW PERIOD

The qualification will be reviewed every five (5) years.