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		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS													
<b>QUALIFICATION DEVELOPER (S)</b>		BA ISAGO University											
<b>TITLE</b>	Bachelor of Commerce in International Business										<b>NCQF LEVEL</b>		
<b>FIELD</b>	Business, Commerce and Management Studies			<b>SUB-FIELD</b>	International Business					<b>CREDIT VALUE</b>	504		
New Qualification					✓	Review of Existing Qualification							
<b>SUB-FRAMEWORK</b>		General Education				TVET				Higher Education		✓	
<b>QUALIFICATION TYPE</b>	Certificate	I	II	III	IV	V	Diploma	Bachelor	✓				
	Bachelor Honours			Post Graduate Certificate					Post Graduate Diploma				
	Masters					Doctorate/ PhD							
<b>RATIONALE AND PURPOSE OF THE QUALIFICATION</b>													
<p><b>RATIONALE:</b></p> <p>Given the limited size of the domestic market in any country, it is imperative for businesses to explore opportunities presented by the international market. Pillar 1 of Botswana's Vision 2036, seeks to achieve sustainable economic development through several strategies such as growing the country's export base. In addition the same efforts are stipulated by the National Development Plan 11 (NDP 11) and the trade policy framework for the country which envisages Botswana to achieve economic prosperity with trade playing a dominant role in the realization of economic diversification. The government of Botswana has also set the focus of the country towards economic diversification specifically into manufacturing, agriculture and tourism which could be used to penetrate international markets, through the implementation of policies and strategies such as National Entrepreneurship Policy, Cooperative Transformation Strategy and Citizen Economic Empowerment</p>													

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Policy. Therefore, there is need for skills development in the area of international business in order to have personnel who are competent on international trade policies, importing, exporting, foreign investment and the management of multinational/ international corporations.

**PURPOSE:**


The purpose of this qualification is to produce graduates who have specialised knowledge, skills, and competences to:


- Interpret procedures involved in international business.
- Operate and manage risks associate with multinational firms and international business transactions.
- Research and determine appropriate entry strategies into foreign markets
- Scan the environment and adapt to culture, language, political and currency differences.


**ENTRY REQUIREMENTS (including access and inclusion)**

Minimum entry requirement:


- Certificate IV, NCQF Level 4 (BGCSE) or its equivalent including a pass in English language.
- Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be provided through ETP policies in line with National RPL and CAT Policies.

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<b>SECTION B</b>		<b>QUALIFICATION SPECIFICATION</b>	
<b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>		<b>ASSESSMENT CRITERIA</b>	
<p>1. Explore the theory of international business and factors influencing international business operations.</p> 		<p>1.1 Illustrate the context of international business.</p> <p>1.2 Distinguish between doing business across borders and operating in a home market environment.</p> <p>1.3 Evaluate the operation and effects of trade barriers.</p> <p>1.4 Investigate the environmental factors affecting international business.</p> <p>1.5 Analyse the core-relation between international culture and domestic culture in international Business.</p> <p>1.6 Examine the risk and opportunities presented for businesses that operate in the global arena</p> <p>1.7 Develop working model to sustain international business between home country and different international partners.</p>	
<p>2. Examine the concepts regional economic integration and main financial institutions that shape international business.</p>		<p>2.1 Study the role of international trade bodies such as the WTO.</p> <p>2.2 Identify the economic and political agreements that have met with success within the world region.</p> <p>2.3 Rationalise the functions of the different trade policies and governance bodies in the world</p> <p>2.4 Justify the need for regional countries to integrate their economies</p> <p>2.5 Evaluate levels of regional integration in Africa, Europe, America, Asia and other continents.</p>	

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	<p>2.6 Assess the effects of current regional trade agreements and economic integration on developing countries.</p> <p>2.7 Illustrate the determinants of regional economic and political integration.</p> <p>2.8 Interrogate the functions performed and the roles played by the system of financial markets and institutions in the global economy.</p>
3. Analyse trends to develop effective marketing strategies for organizations operating in the international business environment.	<p>3.1 Identify potential business opportunities in international markets.</p> <p>3.2 Select appropriate entry or expansion strategies into international markets</p> <p>3.3 Determine the impact of cultural and language differences on the practice of marketing in the international business environment.</p> <p>3.4 Examine complex international marketing situations and propose applications of standard marketing concepts to foreign markets.</p> <p>3.5 Develop effective marketing strategies for international markets.</p>
4. Formulate human resource strategies and practices for organizations operating across national boundaries	<p>4.1 Delineate the concept of human resources management in an international context.</p> <p>4.2 Evaluate issues, opportunities and challenges pertaining to international HRM;</p> <p>4.3 Analyse the external forces such as globalisation, sociocultural changes, political and economic changes that have the potential to shape international HRM</p> <p>4.4 Debate on the effect of cultural and institutional environments in relation to international HRM with multicultural and multilingual groups of peers.</p>

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	4.5 Develop strategies to manage the complexities associated with a global workforce
5. Execute successful international transaction through the use of proper trade documentations and logistics arrangements.	<p>5.1 Define the basics of the logistical environment trade</p> <p>5.2 Assess the various documents and methods of payments for processing export and import transactions.</p> <p>5.3 Analyse the impact of EXIM policy on International business.</p> <p>5.4 Evaluate the legal implications in the area of exports and imports.</p> <p>5.5 Assess the importance of documentation in international trade and the role of customs in executing a successful transaction.</p>
6. Apply the principles of financial and risk management in international business.	<p>6.1 Define the functions of financial markets with a particular emphasis on foreign exchange markets</p> <p>6.2 Determine the exchange rate and the role of global financial markets</p> <p>6.3 Identify the processes and instruments used in the financing of international trade</p> <p>6.4 Determine how interest rate risk affects financial decision making in the international business arena.</p> <p>6.5 Analyse types of risks particularly associated with international trade and investments</p> <p>6.6 Appraise the financial risks faced by international businesses and the principles for managing these risks.</p> <p>6.7 Explore methods used to manage risk in the global markets.</p>

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<p>7. Conduct research through the use of primary and secondary data to assess international business opportunities.</p>	<p>7.1 Identify problems or areas requiring research in relation to international business</p> <p>7.2 Collect data relevant to the research objectives using varied means</p> <p>7.3 Analyse data using various techniques and methods in a way that provides information that justifies the rationale</p> <p>7.4 Develop research findings and communicate to decision makers.</p> <p>7.5 Reflect on the implications of research findings on international business practices.</p>
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<b>SECTION C</b>	<b>QUALIFICATION STRUCTURE</b>					
<b>COMPONENT</b>	<b>TITLE</b>	<b>Credits Per Relevant NCQF Level</b>				<b>Total</b> (Per Subject/ Course/ Module/ Units)
		<b>Level [5]</b>	<b>Level [6]</b>	<b>Level [7]</b>	<b>Level [8]</b>	
<b>FUNDAMENTAL COMPONENT</b> <i>Subjects/ Courses/ Modules/Units</i>	Business Communication	12				<b>12</b>
	Principles of Economics	12				<b>12</b>
	Principles of Business Management	12				<b>12</b>
	Computing and Information Skills	12				<b>12</b>
<b>CORE COMPONENT</b> <i>Subjects/Courses/ Modules/Units</i>	Business Mathematics		12			<b>12</b>
	Principles of Marketing		12			<b>12</b>
	Accounting Concepts, Principles and Procedures		12			<b>12</b>
	Commercial Law		12			<b>12</b>
	International Business Management			12		<b>12</b>
	Human Resource Management			12		<b>12</b>
	Marketing Management			12		<b>12</b>

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	Consumer Behaviour			12		<b>12</b>
	International and Comparative Human Resource Management			12		<b>12</b>
	International Trade and Investment Policy			12		<b>12</b>
	Financial Accounting			12		<b>12</b>
	Operations and Supply Chain Management			12		<b>12</b>
	International Marketing			12		<b>12</b>
	Selling & Sales Management			12		<b>12</b>
	Strategic Management			12		<b>12</b>
	Risk & Insurance in International Business			12		<b>12</b>
	Market Research			12		<b>12</b>
	Intercultural Business Skills			12		<b>12</b>
	Export Import Documentation and Logistics			12		<b>12</b>
	E-Commerce			12		<b>12</b>
	Industrial Attachment			60		<b>60</b>
	International Business Law			12		<b>12</b>
	Entrepreneurship and Innovation Management			12		<b>12</b>



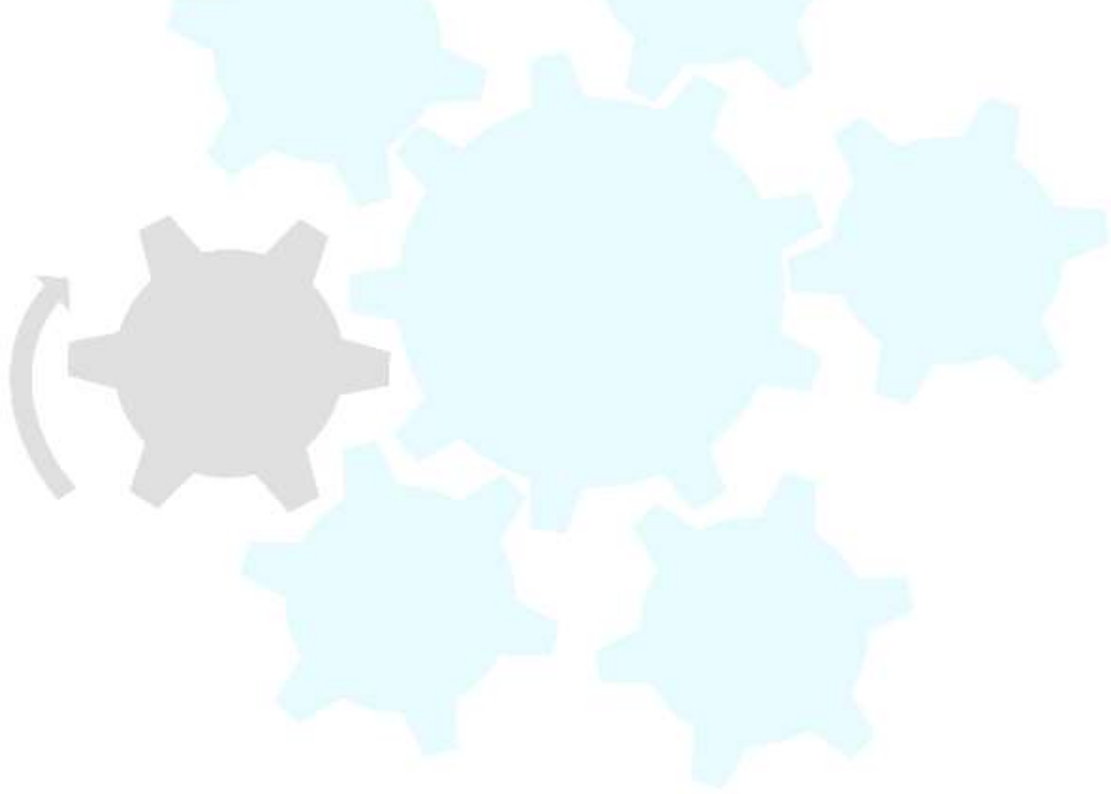
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	Research Methods			12		<b>12</b>
	Contemporary International Issues			12		<b>12</b>
	Export Import Documentation and Logistics			12		<b>12</b>
	Dissertation			24		<b>24</b>
	International Financial Management				12	<b>12</b>
	International Relations				12	<b>12</b>
	Business Development in Emerging Economies				12	<b>12</b>
	Geopolitics				12	<b>12</b>
<b>ELECTIVE/ OPTIONAL COMPONENT</b>  <i>Subjects/Courses/ Modules/Units</i>	<b>Elective set 1</b>					
	Introduction to French	12				<b>12</b>
	Introduction to Spanish	12				<b>12</b>
	Introduction to Chinese	12				<b>12</b>
	<b>Elective set 2</b>					
	Intermediate French		12			<b>12</b>
	Intermediate Spanish		12			<b>12</b>
	Intermediate Chinese		12			<b>12</b>
	<b>Elective set 3</b>					
	Advanced French			12		<b>12</b>

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	Advanced Spanish			12		<b>12</b>
	Advanced Chinese			12		<b>12</b>

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<b>SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL</b>	
<b>TOTAL CREDITS PER NCQF LEVEL</b>	
<b>NCQF Level</b>	<b>Credit Value</b>
<b>Level 5</b>	60 credits
<b>Level 6</b>	60 credits
<b>Level 7</b>	336 credits
<b>Level 8</b>	48 credits
<b>TOTAL CREDITS</b>	<b>504 credits</b>
<b>Rules of Combination:</b> <b>(Please Indicate combinations for the different constituent components of the qualification)</b>	
<p>For award of this qualification, a total of 504 credits should be attained, where 48 credits are from the fundamental component, 420 credits from the core component and the remaining 36 is from the elective component where candidates would choose only three (3) modules.</p>	

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## **ASSESSMENT ARRANGEMENTS**

All assessments which are leading to the award of the qualification should be based on learning outcomes and associated assessment criteria. The assessment comprise of formative and summative assessment.

Formative assessment contributes 60% while summative contributes 40%.

## **MODERATION ARRANGEMENTS**

### **Internal Moderation Arrangements**

The assessments will be moderated internally by subject experts within the organization and externally by subject experts outside the institution. Internal moderations will be done prior to external moderation.

### **External Moderation Requirements**

External moderation is a final check, by external subject experts, that the examination and marking is at the right standard for the type and level of the qualification. External moderation exercise may lead to a decision to change marks. Each sub-field will have a Substantive External Examiner.

Assessment and moderation will be carried out by BQA registered assessors and moderators in line with BQA/ national policies.

## **RECOGNITION OF PRIOR LEARNING**


Recognition of Prior Learning (RPL) policies which are in line with BQA's Policies will be used so that candidates can gain part or whole qualification through these arrangements.

## **CREDIT ACCUMULATION AND TRANSFER**

Credit Accumulation and Transfer (CAT) policies which are in line with BQA's Policies will be used so that candidates can gain part or whole qualification through these arrangements.

## **PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)**

### **Learning Pathways**

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### ***Horizontal Articulation:***

- Bachelor of Science in International Business
- Bachelor of Science in Global Finance
- Bachelor of Science in International Business and Marketing
- Bachelor of Science in International Business Negotiation
- Bachelor of Science Global Business
- Bachelor of Commerce in International Management

### ***Vertical Articulation***


- Bachelor of Commerce (Hons) in International Business
- Master of Science in International Business
- Master of Science in International Business and Trade
- Master of Science in Global Finance
- Master of Science in International Business Economics
- Master of International Business Economics and Management

### **Employment Pathways**

- International Business Development Analyst
- International Business Specialist
- International Business Development Manager
- Import/Export Compliance Specialist
- Foreign currency investment advisor
- Foreign sales representative
- International management consultant

### **QUALIFICATION AWARD AND CERTIFICATION**

Candidates meeting the prescribed requirements will be awarded the Bachelor of Commerce in International Business qualification in accordance with the qualification composition rules and applicable policies. To be eligible for the award, candidates must have obtained a minimum of 504 credits and successfully completed all fundamental, core and elective modules and passed examinations in accordance with regulations set by the Faculty. A certificate of Bachelor of Commerce in International Business will be awarded.

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### **REGIONAL AND INTERNATIONAL COMPARABILITY**

This qualification has been benchmarked with the following:

- Bachelor of Commerce in International Business, MANCOSA (South Africa)
- Bachelor of Commerce in International Business, Stellenbosch University (South Africa)
- Bachelor of Commerce in International Business, University of Wollongong (Dubai)

A comparative analysis of the three aforementioned qualifications shows some lines of similarities and differences.

The proposed qualification follows the same structure with others in the sense that it covers common modules in business management, marketing, finance and human resources in an international context. Furthermore, the qualification offered by Stellenbosch University offers 3 foreign languages as electives, which is a similar approach adopted by the proposed qualification. All qualifications are pitched at level 7 similarly as the proposed qualification.


The duration amongst the qualifications varies from 3 to 4 years. The proposed qualification as the Stellenbosch University's qualification runs for 4 years. However, the qualification offered by MANCOSA and University of Wollongong runs for only 3 years. The other notable difference is in the number of credits, where the proposed qualification carries 504 credits, the Stellenbosch University's qualification carries 518 credits, University of Wollongong's qualification bears 144 credits and MANCOSA's qualification has 360 credits.

The proposed Bachelor of Commerce in International Business and the Stellenbosch University's Bachelor of Commerce International Business, have an attachment component whereas University of Wollongong do not offer any industrial attachment.

Based on the above, it can be concluded that the proposed Bachelor of Commerce in International Business compares favourably with Stellenbosch Bachelor of Commerce International Business in terms of course duration and approach to the study.

### **REVIEW PERIOD**

**Every five (5) years.**

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