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|  | <b>BQA NCQF QUALIFICATION TEMPLATE</b> | Document No.   | DNCQF.QIDD.GD02 |
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| SECTION A: QUALIFICATION DETAILS  |   |                        |                  |                           |                                     |                |                                  |                       |                          |                                     |                   |   |                                     |
|---|---|------------------------|------------------|---------------------------|-------------------------------------|----------------|----------------------------------|-----------------------|--------------------------|-------------------------------------|-------------------|---|-------------------------------------|
| <b>QUALIFICATION DEVELOPER (S)</b>  |   | UNIVERSITY OF BOTSWANA |                  |                           |                                     |                |                                  |                       |                          |                                     |                   |   |                                     |
| <b>TITLE</b>  | Bachelor of Business Administration in International Business |                        |                  |                           |                                     |                |                                  |                       |                          |                                     | <b>NCQF LEVEL</b> | 7 |                                     |
| <b>FIELD</b>  | Business, Commerce and Management Studies                     |                        | <b>SUB-FIELD</b> |                           | Management Studies                  |                |                                  |                       | <b>CREDIT VALUE</b>      | 484                                 |                   |   |                                     |
| New Qualification   |   |                        |                  |                           | <input checked="" type="checkbox"/> |                | Review of Existing Qualification |                       |                          |                                     |                   |   |                                     |
| <b>SUB-FRAMEWORK</b>  |   | General Education      |                  |                           | <input type="checkbox"/>            |                | TVET                             |                       | <input type="checkbox"/> |                                     | Higher Education  |   | <input checked="" type="checkbox"/> |
| <b>QUALIFICATION TYPE</b>   | Certificate   | I                      | II               | III                       | IV                                  | V              | Diploma                          | Bachelor              |                          | <input checked="" type="checkbox"/> |                   |   |                                     |
|   | 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>This qualification develops graduates who can think beyond the borders of Botswana and see the region and the world as a potential market for the country. The aim is to increase exports of non-diamond and non-traditional products to enhance economic diversification (Vision, 2036).</p> <p>The need to train externally oriented professionals is a major and growing element in government policy documents that seek to diversify the economy and address the challenges of a small domestic market. Vision 2036 acknowledges that in growing the Botswana economy sustainably, there should be a strong external focus</p> |   |                        |                  |                           |                                     |                |                                  |                       |                          |                                     |                   |   |                                     |

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owing to the small domestic market; in addition, there is need for an integrated transport network, leading-edge information and communication technology that would enable seamless regional and international trade.

In the Vision 2016 document, sustainable growth and diversification through ‘competitiveness in global markets’ (Republic of Botswana 2007:7) were considered crucial in the drive towards achieving Vision 2016 and are still the cornerstones for the achievement of Vision 2036. It is also consistent with the Tertiary Education Council (TEC) Policy proposal that by 2015 the tertiary education system will “create high value exports”. In implementing this vision, the Ministry of Education and Skills Development created the position of Director of International Marketing & Business Development for Education Hub (Ministry of Education, 2010).

#### **PURPOSE:**


Upon successful completion of this qualification the graduates should have specialised knowledge, technical skills, and competences to be able to:


- Conduct international business research.
- Formulate and implement an international business strategy/plan.
- Competently use Information Communication Technologies (ICTs) in international business.
- Identify international business problems and mobilize the resources of the organisation to solve them.


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

Minimum entry requirements into the Bachelor of Business Administration ( International Business) are:

- NCQF Level 4 or an equivalent qualification.
- Applicants may also be admitted into this qualification based on Recognition of Prior Learning (RPL) and Credit Accumulation Transfer (CAT) in accordance with ETP’s RPL and CAT policies in line with the national RPL and CAT Policies.

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| <b>SECTION B QUALIFICATION SPECIFICATION</b>   |   |
|--|---|
| <b>GRADUATE PROFILE (LEARNING OUTCOMES)</b>  | <b>ASSESSMENT CRITERIA</b>  |
| <p>1. Demonstrate specialised knowledge and understanding of international business theory and practice.</p>          | <p>1.1 Apply international management theory and practice.</p> <p>1.2 Validate the variations in economic systems and their impact on performance.</p> <p>1.3 Identify major financial markets that facilitate international business.</p> <p>1.4 Identify major suppliers of raw materials, capital, labour in global value chains.</p> <p>1.5 Track the Botswana export and investment promotion policy and policies pursued by rival countries to keep abreast of any developments that may warrant action.</p>  |
| <p>2. Establish advanced expertise in researching, planning, coordinating, implementing, and managing international activities, processes, and policies to solve firm-level and societal problems.</p> | <p>2.1 Create and implement a global marketing strategy for a firm.</p> <p>2.2 Identify international business problems and mobilise the resources to solve them.</p> <p>2.3 Build multidisciplinary teams to work effectively on international business issues.</p> <p>2.4 Initiate an international business research.</p> <p>2.5 Develop an entry strategy into international markets recognizing the nature, advantages, and disadvantages of each entry strategy.</p> <p>2.6 Implement an international business plan.</p> <p>2.7 Manage a turn-around strategy for an international business.</p> |
| <p>3. Apply digital marketing strategies in international business.</p>  | <p>3.1 Develop a digital marketing mix to deliver on the marketing strategic plan.</p> <p>3.2 Manage key channels and content within a digitally enhanced strategic plan.</p>   |

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| 4. Conduct research analysis using latest analysis tools such as SPSS, and NVivo and effectively present and communicate the analysis for the management team. | 4.1 Use SPSS and/or NVivo for data analysis.<br>4.2 Use multimedia technology effectively in presentation of data analysis outcome.<br>4.3 Use academic and professional writing style in terms of language, referencing and structure to improve effectiveness of communication. |
|--|---|

| SECTION C   | QUALIFICATION STRUCTURE                      |                                 |           |           |  |
|---|--|---------------------------------|-----------|-----------|--|
| COMPONENT   | TITLE  | Credits Per Relevant NCQF Level |           |           | Total<br>(Per Subject/<br>Course/<br>Module/<br>Units) |
|   |  | Level [ 5]                      | Level [6] | Level [7] |  |
| <b>FUNDAMENTAL COMPONENT</b><br><i>Subjects/ Courses/<br/>Modules/Units</i> | Communication and Academic Literacy Skills   |                                 | 12        |           | 12   |
|   | Professional Communication (Business)        |                                 | 12        |           | 12   |
| <b>CORE COMPONENT</b><br><i>Subjects/Courses/<br/>Modules/Units</i>         | Introduction to Business Information Systems |                                 |           | 12        | 12   |
|   | Basic Microeconomics                         |                                 | 12        |           | 12   |
|   | Mathematics for Business and Social Sciences |                                 |           | 12        | 12   |
|   | Principles of Management                     |                                 | 12        |           | 12   |
|   | Principles of Marketing                      |                                 | 12        |           | 12   |
|   | Introduction to Accounting                   |                                 | 12        |           | 12   |


|  |   |   |   |    |    |
|--|---|---|---|----|----|
|  | Basic Macroeconomics                        |   |   | 12 | 12 |
|  | Introduction to Statistics                  |   |   | 16 | 16 |
|  | Foundations of Business Law                 |   |   | 12 | 12 |
|  | Business Finance                            |   |   | 12 | 12 |
|  | Introduction to Cost Accounting             |   |   | 12 | 12 |
|  | A Foreign Language (Mandarin or French)     | 6 | 6 |    | 12 |
|  | Consumer Behavior Theory and Practice       |   |   | 12 | 12 |
|  | Integrated Marketing Communication Strategy |   |   | 12 | 12 |
|  | Quantitative Methods                        |   |   | 12 | 12 |
|  | Human Resources Management                  |   |   | 12 | 12 |
|  | Marketing Research Methods                  |   |   | 12 | 12 |
|  | Entrepreneurship & New Business Management  |   |   | 12 | 12 |
|  | International Trade Finance                 |   |   | 12 | 12 |
|  | Specific Business Transactions              |   |   | 12 | 12 |
|  | International Marketing                     |   |   | 12 | 12 |
|  | Global Business Strategy                    |   |   | 12 | 12 |

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|---|--|--|----|----|----|
|   | Introduction to International Business         |  | 12 |    | 12 |
|   | International Business Environment             |  |    | 12 | 12 |
|   | Research Proposal                              |  |    | 12 | 12 |
|   | Industrial Attachment                          |  |    | 48 | 48 |
|   | Research Report                                |  |    | 12 | 12 |
|   | Cross-Cultural Business Marketing              |  |    | 12 | 12 |
|   | Export and Investment Promotion                |  |    | 12 | 12 |
| <b>ELECTIVE/<br/>OPTIONAL<br/>COMPONENT</b><br><i>Subjects/Courses/<br/>Modules/Units</i> | Information Technology                         |  |    | 12 | 12 |
|   | Introduction to Supply Chain Management        |  | 12 |    | 12 |
|   | Export-Import Marketing                        |  |    | 12 | 12 |
|   | International Trade Institutions               |  |    | 12 | 12 |
|   | Costing and Pricing for Export                 |  |    | 12 | 12 |
|   | Internet Marketing                             |  |    | 12 | 12 |
|   | Distribution Management                        |  |    | 12 | 12 |
|   | Export Administration, Transport and Logistics |  |    | 12 | 12 |
|   | Globalization and Business                     |  |    | 12 | 12 |


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|--|---|--|--|----|----|
|  | Globalization and Third world Economies in Africa, L. America, and Southeast Asia |  |  | 12 | 12 |
|  | Cross Cultural Marketing Research   |  |  | 12 | 12 |
|  | International Trade   |  |  | 12 | 12 |
|  | Contemporary Issues in International Business                                     |  |  | 12 | 12 |
|  | Marketing Ethics  |  |  | 12 | 12 |
|  | Tourism and Hospitality Marketing   |  |  | 12 | 12 |
|  | Brand Management  |  |  | 12 | 12 |

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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>5</b>   | <b>6</b>            |
| <b>6</b>   | <b>102</b>          |
| <b>7</b>   | <b>376</b>          |
| <b>TOTAL CREDITS</b>   | <b>484</b>          |
| <b>Rules of Combination:</b><br><b>(Please Indicate combinations for the different constituent components of the qualification)</b>  |                     |
| A minimum of <b>484</b> credits will be completed for the qualification of which <b>24</b> will be fundamental course credits, <b>388</b> will be core credits, and <b>72</b> will be optional/elective credits. |                     |



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### **ASSESSMENT ARRANGEMENTS**

The qualification shall be assessed through formative and summative assessments in accordance with national and ETP's policies on assessment.

The weightings towards the final mark shall be 60% formative and 40% summative assessment.

All assessment processes shall be conducted by assessors who are registered and accredited by Botswana Qualifications Authority or any relevant and recognised body.

### **MODERATION ARRANGEMENTS**

There shall be provision for both internal and external moderation of assessments in accordance with national and ETP's policies on moderation.

All moderation processes shall be conducted by moderators who are registered and accredited by Botswana Qualifications Authority or any relevant and recognised body.

### **RECOGNITION OF PRIOR LEARNING**

There shall be provision for award of the qualification through Recognition of Prior Learning (RPL) in line with institutional RPL policy, aligned to the national policy.

### **CREDIT ACCUMULATION AND TRANSFER**


There shall be provision for the award of credits leading to qualification award through Credit Accumulation and Transfer (CAT) in line with ETP's and national policies on CAT.

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

#### **LEARNING PATHWAYS**

Vertical Learning Pathways- Qualifications that learners can pursue at NCQF Level 8 or 9 include:

- Post Graduate Diploma (Exporting).

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- Bachelors' Degree (Honours) in International Business.
- Bachelors' Degree (Honours) in Marketing.
- Master of Science (International Business).
- Master of International Business.
- Master of Business Administration.
- Master of Science (Marketing).


Horizontal Learning pathways - qualifications at NCQF Level 7 that may be pursued include:

- Bachelor of Human Resource Management
- Bachelor of Business in Strategic Management
- Bachelors' Degree in Supply Chain Management
- Bachelor of Accounting.
- Bachelor of Business in Marketing.
- Bachelor of Business in Finance.

#### **EMPLOYMENT PATHWAYS:**

Due to the multidisciplinary nature of the qualification, graduates will be able to find employment opportunities in multiple sectors that are concerned directly or indirectly with the international economy such as:

- Export /Import Officer
- Market Analyst.
- Import/Export Agent.
- Translator/Interpreter.
- International Branch Manager.
- Foreign Currency Investment Advisor.
- Foreign Sales Representative.
- International Management Consultant.
- International Trade and Customs Manager.
- International Foreign Policy Advisor.
- Trade and Customs Manager.
- Trade Compliance Analyst.
- International Logistics Coordinator.
- International Pricing, Process, and Administration Analyst.

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### **QUALIFICATION AWARD AND CERTIFICATION**

For the learner to be awarded with the Bachelor of Business Administration in International Business qualification, they must earn a minimum of 484 credits.

#### *Certification*

Candidates who meet the prescribed minimum credits will be issued with a certificate and transcript bearing the qualification name of Bachelor of Business Administration in International Business.

### **REGIONAL AND INTERNATIONAL COMPARABILITY**

The proposed qualification is comparable with qualifications offered at Stellenbosch University, South Africa and the University of Wollongong, Australia), both offered at NQFs level 7.

The Stellenbosch University offers a Bachelor of Commerce (International Business) qualification with a credit value of 516, while the University of Wollongong offers Bachelor of Business (International Business) with a credit value of 144.

While the proposed qualification of Bachelor of Business Administration (International Business) compares well with the above qualifications in terms of the graduate exit outcomes, the proposed qualification includes industrial attachment and research as a core course while the other two do not.

### **REVIEW PERIOD**

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