



BCom (International Business)

This four-year programme is a pioneer in undergraduate business education. Our students will profit from an enriched experience through interaction with international students and the global marketplace, equipping them to be role players in the international knowledge economy.

Why study this programme?

The BCom (International Business), a unique programme in South Africa, has been carefully crafted to develop role players in the international knowledge economy with a global mind-set.

- The curriculum covers management and social sciences, including a foreign language, to develop your intercultural competence.
- You acquire a thorough grounding in the South African realities while developing the critical skills and knowledge to work in an international environment.
- To top it all, in your third year of study you will take part in six months international exchange with one of the Faculty's international partner institutions. In this international setting you can start honing your new skills even before you graduate.
- Through the integration of national and international students the programme creates a platform for an international classroom that directly supports international business as a field of study.

Career opportunities

This programme opens up opportunities for a career in international firms as marketing manager, financial manager, entrepreneur or innovation manager.

More information

This programme creates opportunities for employment within firms with an international footprint. It caters for a diverse group of students as it has an interdisciplinary approach and will thus draw students with an interest in both Management Sciences and Social Sciences. Traditional programme development usually does not allow for students to combine modules from both these study fields to the level that is allowed for in this programme.

This programme widens the access to international experience through the international exchange semester, and opens opportunities for students to study abroad.

The programme will be attractive for full degree international students as it offers a combination of Business and Social Sciences that resonates with programmes abroad.

The programme will also actively engage short-term (non-degree-seeking) international students as the module profile of the programme is aligned with the requirements of the programmes of the exchange partners.

Please note:

- The BCom (International Business) programme is a strict selection programme with set criteria that have to be met in order to proceed from one academic year to the next:
- Students whose modules are not up to date at the beginning of their third academic year have to change their programme to BCom (Management Sciences).
- No transfer from an existing programme to BCom (International Business) is possible.

Specific Admission Requirements

This is a four-year selection programme, including 6 months' international exchange, therefore other students cannot transfer to this programme.

- Overall NSC average of at least 80%, excluding Life Orientation
- Mathematics 70%
- English Home Language 70% **OR** English First Additional Language 80%
- Any additional language 70%

First year

(120 credits)

Compulsory Modules

Business Management	113(12), 142(6)
Economics	114(12), 144(12)
Information Systems	112(6)
Statistics	186(18) or
Statistical Methods	176(18)
Theory of Interest	152(6)

Plus one of the following elective modules (24 credits)

Chinese	178(24) or
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French	178(24) (for students without French in Grade 12) 188(24) (for students who passed French in Grade 12) or
German	178(24) (for students without German in Grade 12) 188(24) (for students who passed German in Grade 12)

Elective Modules

Plus modules from the list below to make up at least 120 credits, including the modules above:

Industrial Psychology	152(6)
Sociology	114(12), 144(12)
Language and thinking skills for EMS	114(12) *
Philosophy	142(6) *

* Students cannot choose both these modules

Second year

(144 credits)

Compulsory Modules

Economics	214(16), 244(16)
Financial Accounting	188(24)
Political Science	114(12), 144(12)

Plus at least one of the following modules in both the first and second semester:

Entrepreneurship and Innovation Management	214(16), 244(16) or
Financial Management	214(16), 244(16) or
Marketing Management	214(16), 244(16)

Elective Modules

Plus at least 32 credits from:

Entrepreneurship and Innovation Management	214(16) ** 244(16) **
Financial Management	214(16), 244(16)
Marketing Management	214(16) * 244(16) *
Sociology	212(8), 222(8), 242(8), 252(8)

* If students choose the Marketing Management stream, Industrial Psychology 224 is compulsory in the programme (can be chosen in the third or fourth year).

** If students choose Entrepreneurship and Innovation Management 214 and 244, Sociology 212, 222, 242 and 252 cannot be chosen due to timetable restrictions.

Third Year

(132 or 136 credits)

Compulsory Modules

Exchange Semester	342(60)
Introduction to Intercultural Communication	312(12)

Legal Aspects of International Transactions	312(12)
Management of Corporate Social Responsibility	314(12)
Political Science	222(8)

Plus one of the following modules *not taken* in the second year:

Entrepreneurship and Innovation Management	214(16) or
Financial Management	214(16) or
Marketing Management	214(16) *

Elective Modules

Plus at least 12 credits from:

Industrial Psychology	224(16) *
Political Science	212(8)
Social Anthropology	324(12) **

* If students choose the Marketing Management stream, Industrial Psychology 224 is compulsory in the programme (can be chosen in the third or fourth year).

** If students choose Financial Management 314 and 332, Social Anthropology 324 cannot be chosen due to timetable restrictions.

Fourth Year

(120 credits)

Compulsory Modules

Strategic Management	344(12)
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Plus one of the following modules as a continuation to the final year based on the prior focus area selected in the second and third years:

Entrepreneurship and Innovation Management	318(24), 348(24) or
Financial Management	314(12), 332(12), 352(12), 354(12) *** or
Marketing Management	314(12), 324(12), 344(12), 354(12) **

Elective Modules

Plus at least 60 credits from:

Economics	318(24), 348(24)
Entrepreneurship and Innovation Management	318(24), 348(24)
Financial Management	314(12) *** 332(12) *** 352(12), 354(12)
Marketing Management	314(12) ** 324(12) ** 344(12), 354(12)
Industrial Psychology	224(16) *
Political Science	242(8), 324(12) **
Social Anthropology	324(12) ***

* If students choose the Marketing Management stream, Industrial Psychology 224 is compulsory in the programme (can be chosen in the third or fourth year).

** If students choose Marketing Management 314 and 324, Political Science 324 cannot be chosen due to timetable restrictions.

*** If students choose Financial Management 314 and 332, Social Anthropology 324 cannot be chosen due to timetable restrictions.

Notes

Application and closing date

Applications are done on www.mymaties.com from March of the preceding year.

The closing date for applications is 30 June.