



Economic and Management Sciences / Ekonomiese en Bestuurswetenskappe

BCom (International Business)

A degree in international business is one of the new programmes that will be launched in 2016 by the Faculty of Economic and Management Sciences. The four-year BCom (International Business) degree will be presented in English medium and will include an exchange semester that will see students enrol at a university abroad.

The four-year Bachelor programme addresses a need to deliver graduates that are equipped to be roleplayers in the international knowledge economy. The programme further provides students with an enriched student experience through the interaction with international students and the global marketplace.

The BCom (International Business) is a pioneer in business education at the undergraduate level in South Africa. It gives students exposure to different settings and develops their global mindset through a comprehensive and internationally oriented curriculum. It provides a multicultural experience and the opportunity to create a long-lasting network with students from different parts of the world through a structured exchange program.

The programme has been developed with the following key features:

- A blend of Management Sciences and Social Sciences that will culminate in a degree in Management Sciences, with the matching knowledge and skills coupled with a blend of intercultural competence, Social Science knowledge and language skills;
- The exploration of a specialized programme in International Business that has not previously been done in South Africa. The programme offers wide scope for increased international cooperation between the Faculty and international partner institutions, and could contribute to increased research in the field in South Africa;
- The balance between a South African focus and international exposure ensures a programme grounded in the South African realities but that equips students with critical skills and knowledge to work in an international environment;
- A compulsory semester at a partner university abroad that will provide students with international exposure and a setting to utilise the skills and knowledge they acquired in this particular setting;
- A platform for the integration of local and international students to enhance diversity and create an international classroom that is directly supportive of the field of study, i.e. International Business.

Brief description of programme and admission requirements

The BCom (International Business) degree:

- is a 4-year programme;
- includes an exchange semester in the third year of study (students enrol at a partner university abroad);
- comprises BCom, Law and Social Sciences modules;
- includes a foreign language (Chinese, German or French) in the first year;
- is a selection programme as only 30 places are available;
- is presented in English medium only.

Admission requirements include:

- Overall NSC average of at least 60% (excluding Life Orientation)
- Mathematics 60%
- English Home Language 60% OR
English First Additional Language 70%

Overview: B.Com (International Business)

First Year (120 credits)

Compulsory Modules (51 credits)

FIRST SEMESTER (63 credits)		SECOND SEMESTER (57 credits)	
Economics 114	12	Economics 144	12
Information Systems 112	6	Theory of Interest 152	6
Business Management 113	12	Business Management 142	6
Statistical Methods 176 or Statistics 186	9 (18) 9 (18)	Statistical Methods 176 or Statistics 186	9 (18) 9 (18)
Chinese 178 or	12 (24)	Chinese 178 or	12 (24)
French 178 (or 188) or	12 (24)	French 178 (or 188) or	12 (24)
German 178 (or 188)	12 (24)	German 178 (or 188)	12 (24)

Plus one of the following elective modules (12 credits)

Plus one of the following elective modules (12 credits)		Elective modules (min 12 credits)	
Language and Thinking Skills for EMS Students 114*	12	Philosophy 142: Practical Logic and Critical Thinking Skills*	6
Sociology 114: Introduction to Sociology and Social Anthropology	12	Sociology 144: Social Issues in South Africa	12
		Industrial Psychology 152	6

* Students cannot choose both these modules

Second Year (144 credits)

Compulsory Modules (56 credits)

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FIRST SEMESTER (72 credits)		SECOND SEMESTER (72 credits)	
Economics 214	16	Economics 244	16
Financial Accounting 188	12 (24)	Financial Accounting 188	12 (24)
Political Science 114: Introduction to Political Science and South African Politics	12	Political Science 144: Introduction to International Relations	12
Plus at least one of the following modules in both the 1st and 2nd semester			
Marketing Management 214* or	16	Marketing Management 244* or	16
Financial Management 214 or	16	Financial Management 244 or	16
Entrepreneurship and Innovation Management 214**	16	Entrepreneurship and Innovation Management 244**	16

Elective Modules (min 16 credits)

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Marketing Management 214*	16	Marketing Management 244*	16
Financial Management 214	16	Financial Management 244	16
Entrepreneurship and Innovation Management 214**	16	Entrepreneurship and Innovation Management 244**	16
Sociology 212: Poverty and Development	8	Sociology 242: Sociology of Communication	8
Sociology 222: Crime, Deviance and Social Control	8	Sociology 252: Industrial Sociology	8

* If students choose the Marketing Management track, Industrial Psychology 224 is compulsory in the program (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 (60 credits)

FIRST SEMESTER (72 or 76 credits)		SECOND SEMESTER (60 credits)	
Intercultural Communication (new) New module to be presented Dept AELS	12	Exchange Semester (new) New module	60
Management of Corporate Social Responsibility 314	12	Exchange semester at a partner university. Modules taken at partner institution should be related to International Business and may include further language studies and social sciences (maximum of one third of the total credits) Students can also select an internship as part of the exchange but it must be part of an academic programme at the host university and be submitted for assessment.	
Legal Aspects of International Business Transactions (new) New module to be presented Faculty of Law	12		
Political Science 222: The Global Political Economy	8		
Plus one of the following not taken in the second year:			
Marketing Management 214* or Financial Management 214 or Entrepreneurship and Innovation Management 214	16 16 16		

Elective Modules (min 12 credits)

Social Anthropology 324: Culture, Power and Identity**	12	
Industrial Psychology 224: Consumer Behaviour*	16	
Political Science 212: Political Behaviour	8	

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

** If students choose Financial Management 314 and 322, Social Anthropology 324 cannot be chosen due to timetable restrictions

Fourth Year (120 credits)

Compulsory Modules (24 credits)

FIRST SEMESTER (minimum 60 credits)
Note: Select one of the following modules as a continuation to the final year based on the prior focus area selected in Year 2 and 3
Financial Management 314 (12), 322 (12)*** or Marketing Management 314 (12), 324 (12)** or Entrepreneurship and Innovation Management 318 (24)

Compulsory Modules (36 credits)

SECOND SEMESTER (60 credits)
Note: Select one of the following modules as a continuation to the final year based on the prior focus area selected in Year 2 and 3
Financial Management 344 (12), 354(12) or Marketing Management 344 (12), 354 (12) or Entrepreneurship and Innovation Management 348 (24)
Strategic Management 344
12

Elective Modules (36 credits)

Financial Management 314 (12), 322 (12)***	24
Marketing Management 314 (12), 324 (12)**	24
Entrepreneurship and Innovation Management 318	24
Economics 318	24
Industrial Psychology 224: Consumer Behaviour*	16
Political Science 324: Comparative Southern African Politics**	12
Social Anthropology 324: Culture, Power and Identity***	12

Elective Modules (min 24 credits)

Financial Management 344 (12), 354 (12)	24
Marketing Management 344 (12), 354 (12)	24
Entrepreneurship and Innovation Management 348	24
Economics 348	24
Political Science 242: Political Development	8

* If students choose the Marketing Management track, Industrial Psychology 224 is compulsory in the program (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 322, Social Anthropology 324 cannot be chosen due to timetable restrictions

Credit overview of BCom (International Business)

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	Semester 1	Semester 2	Total
Year 1	63	57	120
Year 2	72	72	144
Year 3	72 or 76	60	132 or 136
Year 4	60 or 64	60	120 or 124
Total number of credits			516 or 518

Note: Form B's are available for all the existing modules included in the programme.