

Department of
Business Management
Stellenbosch University

HONOURS PROGRAMME IN
BUSINESS MANAGEMENT: 2025



This information brochure aims to provide prospective post-graduate students who are contemplating the honours programme in Business Management, as well as current students already enrolled for a degree, with some of the key information regarding the various focal areas and modules offered by the Department. General and specific admission requirements, the modules prescribed for the different focal areas, the honours application and admission process, and contact information are discussed in more detail.



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forward together
sonke siya phambili
saam vorentoe

1. BCOMHONS (BUSINESS MANAGEMENT)

In the BCom Honours (Business Management) degree programme, students can enroll for one of the following focal areas:

BComHons (Business Management)

BComHons (Business Management):
Specialisation in Strategy and Innovation

BComHons (Business Management):
Specialisation in Marketing Management

BComHons (Business Management):
Specialisation in Financial Management

BComHons (Business Management):
Specialisation in Financial Analysis

2. GENERAL ADMISSION REQUIREMENTS

Admission requirements

Applicants are considered for admission to one of four focal areas for the one-year BComHons (Business Management) programme (full-time) if they:

- ▶ Are in possession of a BCom, BA or BAgriAdmin degree (NQF level 7) from this university, or a similar commerce-related Bachelor's degree (NQF level 7) that has been approved by Senate.
- ▶ Obtained a Mathematics mark in the National Senior Certificate (Grade 12) of at least 60% or passed a university-accredited mathematical module approved by the Department of Business Management.
- ▶ Achieved an average final mark of at least 60% for all the prescribed third-year modules (NQF level 7) from the respective focal areas offered by the Department of Business Management or an equivalent from another university (see Annexure B of the Faculty Yearbook and the departmental brochure on the Department of Business Management's website, for more details).
- ▶ Have passed a research methodology module (e.g. Marketing Research 344 or Financial Management 352, in the case of Stellenbosch University applicants) or a similar module of at least 12 credits approved by the Department of Business Management. Applications for BComHons (Business Management): Specialisation in Financial Analysis are exempted from this requirement.
- ▶ Have earned a final mark of at least 50% in one of the following:
 - Statistics and Data Science 188(18) or
 - Statistical Methods 176(18) or
 - Introduction to Statistics 186(18) or
 - Probability Theory and Statistics 114(16) or 144(16) and Theory of Interest 152(6) or
 - A similar Statistics module(s) from another university as approved by the Department of Business Management

Further requirement

If you are admitted, you must attend a compulsory orientation programme during the week before the official academic programme starts.

Selection

The number of students selected will be influenced by, among other things, staff capacity and the availability of resources within the Department, as well as academic merit. As staff capacity and resources may fluctuate from year to year, the number of students selected can also differ from year to year.

Should the applicants who meet the admission requirements exceed the capacity of the Department, the criteria of the admission requirements will be used to rank the applicants in order of suitability, and to finalise the list of selected applicants.

3. SPECIFIC ADMISSION REQUIREMENTS

For admission to a specific focal area in the programme, students are required to meet the following specific requirements:

BComHons (Business Management): Strategy and Innovation

60 Credits with an average final mark of at least 60% from:

Entrepreneurship and Innovation Management 318	(24)
Entrepreneurship and Innovation Management 348	(24)
Strategic Management 344	(12)

Financial Management 352 or Marketing Management 344 is a prerequisite for the Research Assignment

BComHons (Business Management): Marketing Management

48 Credits with an average final mark of at least 60% from:

Marketing Management 314: Retail Management	(12)
Marketing Management 324: Services Management	(12)
Marketing Management 344: Marketing Research	(12)
Marketing Management 354: Strategic Marketing	(12)

BComHons (Business Management): Financial Management

48 Credits with an average final mark of at least 60% from:

Financial Management 314: Financial Planning and Control	(12)
Financial Management 332: Capital Investments	(12)
Financial Management 352: Financial Management Research	(12)
Financial Management 354: Mergers and Acquisitions	(12)

BComHons (Business Management): Financial Analysis

48 Credits with an average final mark of at least 65% from:

Investment Management 314: Equity Analysis and Portfolio Management	(12)
Investment Management 324: Fixed Income Securities	(12)
Investment Management 344: Derived Financial Instruments	(12)
Investment Management 349: Property and Alternative Investments	(12)

Financial Management 314 and 332 are prerequisites for the honours modules Advanced Financial Management 713 and Value-based Financial Management 771, and should therefore be taken with the Investment Management modules in the third year.

4. HONOURS MODULES

To complete the BComHons (Business Management) programme with a specific focal area, a student must successfully complete a combination of postgraduate modules with a minimum combined credit value of **120 credits**. At least **84 credits** must be obtained from the modules presented by the Department of Business Management (listed in Table 1). Students should take note of the admission requirements of the individual modules (Table 1).

The Research Assignment (30 credits) **is compulsory** for all focal areas offered by the Department of Business Management.

Depending on a student's particular background, the Honours Selection Committee can award exemption for some modules if the student enrolls for other acceptable postgraduate modules. A **maximum of 36 credits** may be earned through postgraduate modules presented in other departments (with credit values being approved by the Honours Selection Committee). In instances where modules are followed in other departments, the requirements applicable to those departments must also be adhered to. For this purpose, advanced study could be considered in the following departments:

Accountancy:

www.sun.ac.za/english/faculty/economy/accounting

Agricultural Economics:

<https://agric.sun.ac.za/index.html>

Economics:

www.ekon.sun.ac.za

Graduate School of Business (USB):

www.stellenboschbusiness.ac.za

Industrial Psychology:

www.sun.ac.za/english/faculty/economy/industrial-psychology

Logistics:

www.sun.ac.za/english/faculty/economy/logistics/Pages/default.aspx

Statistical and Actuarial Science:

<https://statistics-and-actuarial-science.sun.ac.za>

The following modules are offered by the Department of Business Management.

TABLE 1: HONOURS MODULES IN BUSINESS MANAGEMENT

Module	Credits	Prerequisites
Research Assignment 12951/2-743	30	Financial Management (Research) 352 or Marketing Management (Marketing Research) 344 <i>(Specialisation in Financial Analysis are exempted from this requirement.)</i>
Advanced Marketing Management 11149-741	18	Marketing Management 214 and 354
Advanced Strategic Management 11151-742	18	Strategic Management 344
Behavioural Corporate Finance 13694-771	18	Financial Management 314 and 332
Corporate Venturing 65226-711	18	None
Derived Financial Instruments 11141-711	18	Investment Management 344 with a final mark of at least 65%
Advanced Financial Management 51047-713	18	Financial Management 314 and 332
Fixed Income Securities 11147-717	9	Investment Management 324 with a final mark of at least 65%
Fixed Income Security Portfolio Management 12234-717	9	Investment Management 324 with a final mark of at least 65%
International Business 11155-744	18	None
International Marketing 59595-71	18	Marketing Management 344 and 354
Advanced Marketing Communication 62138-712	18	Marketing Management 344 and / or 354
Managing Innovation and Breakthrough Ideas 65196-711	18	None
Advanced Marketing Research 10399-747	18	Marketing Management 344 and 354
Organisational Diagnosis and Mentoring 65234-711	18	None
Portfolio Management 11144-745	18	Investment Management 314 with a final mark of at least 65%
Real Estate Investment and Financing 44024-746	18	Investment Management 349 with a final mark of at least 65%
Value-based Financial Management 11268-771	18	Financial Management 314 and 332

***As a rule, modules in the BComHons (Business Management) programme are only available to students who register for the honours degree in Business Management. Students who wish to do single modules from the BComHons (Business Management) programme, but are registered for a different programme (in another department), must (a) meet all the requirements for the module, (b) apply in writing to the Department of Business Management, and (c) must subsequently be approved to register for the module.*

4.1 BComHons (Business Management): Specialisation in Strategy and Innovation

To complete the BComHons (Business Management): Specialisation in Strategy and Innovation degree, a student must successfully complete a minimum of 120 credits, with at **least 84 credits** contributed by modules listed in Table 1. Students must take note of the admission requirements of the individual modules.

The following modules are **compulsory** for the degree:

Module	Credits	Prerequisites
Research Assignment 12951/2-743	30	Financial Management (Research) 352 or Marketing Management (Marketing Research) 344
Managing Innovation and Breakthrough Ideas 65196-711	18	None
Advanced Strategic Management 11151-742	18	Strategic Management 344
Corporate Venturing 65226-711	18	None

4.2 BComHons (Business Management): Specialisation in Marketing Management

To complete the BComHons (Business Management): Specialisation in Marketing Management degree, a student must successfully complete a minimum of 120 credits, with **at least 84 credits** contributed by modules listed in Table 1. Students must take note of the admission requirements of the individual modules.

The following modules are **compulsory** for the degree:

Module	Credits	Prerequisites
Research Assignment 12951/2-743	30	Marketing Management 344
Advanced Marketing Communication 62138-712	18	Marketing Management 344 and / or 354
Advanced Marketing Research 10399-747	18	Marketing Management 344 and 354
Advanced Marketing Management 11149-741	18	Marketing Management 214 and 354

4.3 BComHons (Business Management): Specialisation in Financial Management

To complete the BComHons (Business Management): Specialisation in Financial Management degree, a student must successfully complete a minimum of 120 credits, with **at least 84 credits** contributed by modules listed in Table 1. Students must take note of the admission requirements of the individual modules.

The following modules are **compulsory** for the degree:

Module	Credits	Prerequisites
Research Assignment 12951/2-717	30	Financial Management 352
Behavioural Corporate Finance 13694-771	18	Financial Management 314 and 332
Advanced Financial Management 51047-713	18	Financial Management 314 and 332
Value-based Financial Management 11268-771	18	Financial Management 314 and 332

4.4 BComHons (Business Management): Specialisation in Financial Analysis

To complete the BComHons (Business Management): Specialisation in Financial Analysis degree, a student must successfully complete a **minimum of 120 credits**. Students must take note of the admission requirements of the individual modules.

The following modules are **compulsory** for the degree:

Module	Credits	Prerequisites
Research Assignment 12951/2-743	30	None
Derived Financial Instruments 11141-711	18	Investment Management 344 with a final mark of at least 65%.
Fixed Interest Securities 11147-717	9	Investment Management 324 with a final mark of at least 65%.
Fixed Interest Rate Security Portfolio Management 12234-717	9	Investment Management 324 with a final mark of at least 65%.
Portfolio Management 11144-745	18	Investment Management 314 with a final mark of at least 65%.
Property Investment and Financing 44024-746	18	Investment Management 349 with a final mark of at least 65% is required.
Advanced Financial Management 51047-713	18	Financial Management 314 and 332
OR		
Value-based Financial Management 11268-771	18	Financial Management 314 and 332

5. SEMESTER MODULES AND CONTACT SESSIONS

All honours modules (except for the Research Assignment) in the Department of Business Management are presented on a semester basis, and where possible, an attempt is made to achieve a proportional distribution of the modules between the first and second semester respectively. All contact sessions (unless where indicated otherwise) will take place during the day in Room 230, CGW Schumann building. A timetable, containing more detailed information about the scheduling of the contact sessions, is made available at the beginning of each semester.

6. ASSESSMENT AND EXAMINATION

The final marks for a module (excluding the Research Assignment) will be determined by the class mark (based on assessment opportunities completed during the semester) and the examination mark (based on a final examination completed at the end of the semester). In the case of the Research Assignment, assessment will take place during both semesters. The method(s) of assessment employed usually differs between the various modules. A detailed explanation of a specific module's assessment methods is provided in the module framework.

7. APPLICATION FOR ADMISSION

Prospective students must apply electronically for admission to the honours programme offered by the Department of Business Management. In cases where problems with the electronic application process are experienced, prospective students can contact the University's client services division for assistance. More information can be found at:

www.sun.ac.za/english/pgstudies/Pages/How-to-apply.aspx

www.mymaties.com

www.sun.ac.za

Prospective students are allowed to apply for a maximum of two different focal areas offered by the Department of Business Management.

For South African applicants, the closing date is **31 October** of the year before your intended studies, and for international applicants, it is **30 September**. All applicants should receive a letter to confirm receipt of their application soon after this deadline expired. Applications are evaluated towards the end of November, based on the final undergraduate academic results of the applicants. Only applications that meet the general requirements are considered. Within each focal area, applications are ranked according to the marks obtained in those modules that are indicated as specific requirements. Since only a limited number of students can be accommodated in each of the focal areas, not all applications that meet the minimum requirements may be successful. Selection may therefore take place in accordance with the University's overall selection policy.

All applicants will be sent an electronic letter to inform them whether their application was successful during December. Successful applicants need to confirm whether they will be enrolling for the programme by completing a confirmation form and returning it to the Department as prescribed within **one week** of the date of the letter.

8. CONTACT INFORMATION

Correspondence regarding **academic issues** (e.g. study issues, bursaries and loans, etc.) should be addressed to:

The Registrar
Private Bag X1
MATIELAND
7602

Client Services:

T: 021 808 9111
E: info@sun.ac.za

Student fees:

T: 021 808 4520

Any enquiries regarding **specific aspects of the programme** should be addressed to:

The Department of Business Management
Private Bag X1
MATIELAND
7602

T: 021 808 2026
F: 021 808 2226
E: apaint@sun.ac.za

PLEASE NOTE

- 1 Your Stellenbosch University student number and APP number must appear on all correspondence.
- 2 Please provide at least two email addresses, as well as a cellphone number (WhatsApp), to ensure that all communication will reach you.
- 3 Students who change their address and / or contact numbers during the academic year must inform the office in writing of the change.
- 4 Even though the information in this brochure has been compiled as accurately as possible, the Council and Senate of the University do not accept any responsibility for any erroneous information.
- 5 This information brochure does not serve as a replacement for the University Yearbook, which should be scrutinized for University requirements and guidelines. For further information in this regard, please refer to:
www.sun.ac.za/english/faculty/Pages/Calendar.aspx